Shuffling in Executive Suites

Mandel Appointed King's Prexy; Venture Ups Hays, Seeherman

NEW YORK—Resignations of the president of King's and chairman of Venture Stores prompted a reshuffling in the executive suites of both chains to start off the new year.

KDT Industries, parent of King's, named Robert D. Mandel president of retail operations, succeeding Paul Kwasnick, who resigned in December "to pursue personal interests," according to a company spokesman.

At Venture, the resignation of Thomas F. Rafferty, chairman of the chain for the past five years, led to changes in the chairman and president slots.

Thomas A. Hays, president and ceo, becomes chairman while continuing as ceo. Julian Seeherman, vice chairman of Venture, ascends to the president's spot, effective Feb. 1.

May Department Stores, Venture's parent, also announced that Hays would be vice chairman of the parent company. Reporting to him will be the Volume Shoe division, which includes the 1,089 Payless ShoeSource stores.

Seeherman joined May in 1977 to become president and ceo of Consumers Distributing, the catalog showroom operation owned by May. When May sold Consumers Distributing, Seeherman joined Venture as vice chairman.

Seeherman spent a major portion of his retailing career, 23 years, at Abraham & Straus where he was executive vice president in merchandising.

A May spokesman explained that although Seeherman does not have the ceo title as Hays did while president, Venture will operate, as all May divisions do, under a tandem management team.

On this team Seeherman supplies the merchandising knowhow; Hays, who has been with Venture since 1969 and is a certified public accountant, handles finance and operations.

Seeherman became the third president of the 45-store chain since 1980. Ira Quint left the company in 1980, and was replaced by Hays.

Mandel, King's new president, joins this 183-store chain (which is operating in the red) after spending his entire retailing career at Petrie Stores, the specialty operation with a consistently high profit performance that is the envy of most retailers.

When he left Petrie, Mandel was senior vice president, treasurer and secretary.

Despite its recent closing of 59 unprofitable stores and the $34 million in red ink reported for the nine months ended Oct. 31, 1981, Mandel stated that King's "has all the ingredients to re-establish its pre-eminent position in the retail discount store industry."

Mandel was not available to comment on how he plans to achieve this turnaround. But, Kittay previously announced King's intention to emphasize and upgrade its soft lines business for greater profit productivity. Toward that end, it may be advantageous to have a Petrie Stores alumnus on the King's team.

S.E.C. Gets Vornado To Appoint Macnow

GARFIELD, N.J.—Vornado has named Joseph Macnow senior accounting officer of Two Guys as part of the settlement required by the suit filed by the Securities & Exchange Commission.

The suit accused the chain of giving its top officers unreported "perks."

The S.E.C. also forced the chain to name an executive committee audit person from outside the company in addition to a senior accounting officer.

Vornado will have until July 15, 1982, to appoint the independent director, who will be subject to S.E.C. veto.

Macnow, approved by the S.E.C. after a lengthy telephone interview, formerly served as controller of Vornado in addition to a stint as an audit manager with Ernst-Whinney, a Cleveland-based accounting firm. His task, as mandated by the S.E.C., will be to tighten the company's accounting system.

In its lawsuit the S.E.C. maintained that officers received such unreported perquisites as chauffeured cars, company-paid major credit card accounts and free opera tickets for the years 1970 through 1976. Vornado contended the bonuses extended were modest when compared with other companies.

The memorandum filed by Vornado in Federal district court in Washington was a consent document in which the com-

(Continued on page 112)

Tax Incentives Are Eyed For Run-down Areas

WASHINGTON—One of the new domestic programs President Reagan is likely to push this year, to create up to 75 "enterprise zones" in run-down urban areas, would give retailers and other businesses tax incentives to invest and hire workers.

The plan, still being worked out, is similar to bills proposed by Rep. Jack Kemp (R-N.Y.) and Rep. Robert Garcia (D-N.Y.). It could create up to 25 zones a year for the next three years, and would eliminate the capital gains tax on investments in the economically depressed areas.

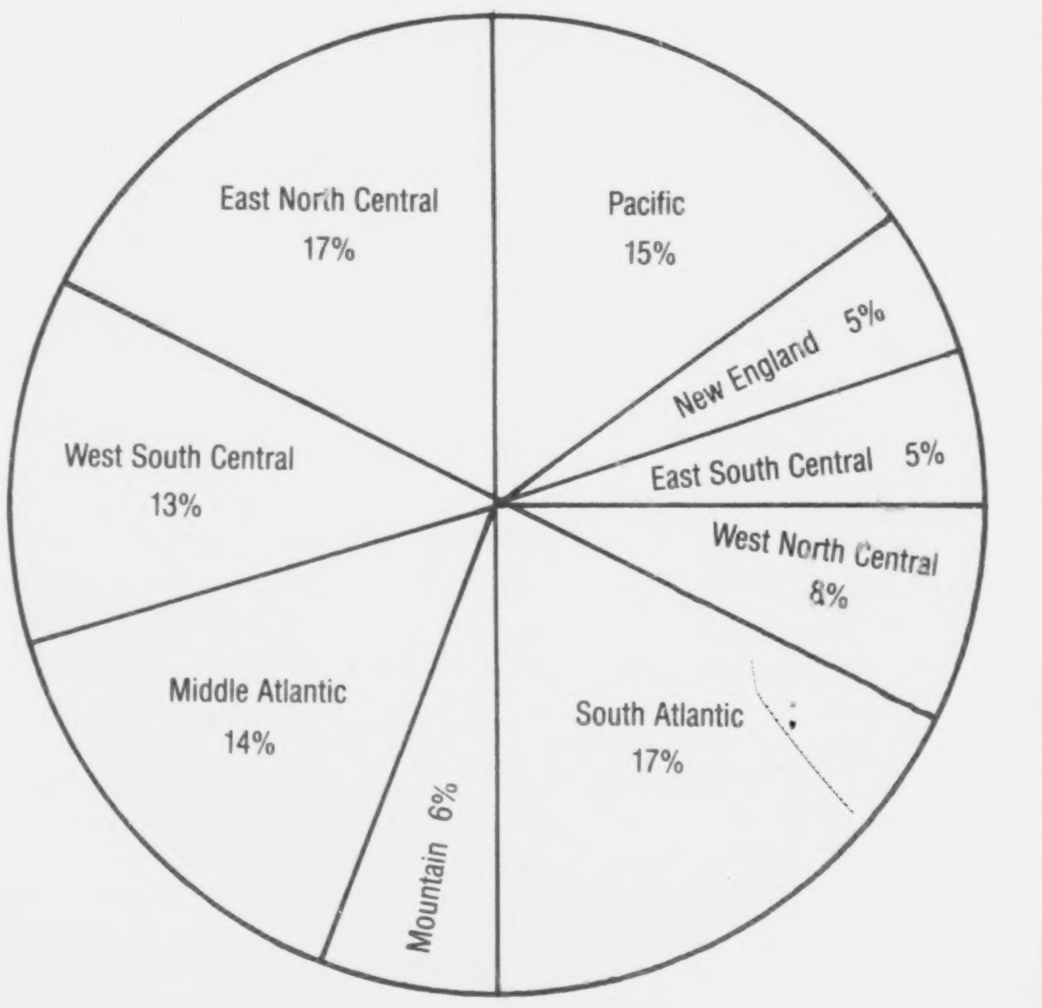
A new program may also give tax credits of up to 1,500 a year for each low-income person an employer hires to work in a zone. Other tax credits and writeoffs might apply to workers meeting certain conditions such as having previously been on welfare or been unemployed.

Special investment tax credits on construction are also under consideration.

Real Sales Growth of 0.5%-5% Seen

Projected Volume Gains

1982 retail sales increases as predicted for individual regions:



Source: Management Horizons.

COLUMBUS, Ohio—This year is expected to show real growth in total retail sales of between 0.5% and 5% on a quarterly basis, according to a just-released report.

According to Management Horizons, the retail research firm based here, large-ticket durable goods, such as autos and furniture, should suffer due to a retrenchment in consumer purchasing over the next six to nine months.

Low-ticket durable goods, however, especially those tied to leisure time activities, will enjoy a favorable growth rate.

The study predicts that as far as nondurables are concerned, there will be more purchases due to additional discretionary income resulting from a reduced purchasing of durable goods.

A particularly favorable outlook is also forecast for those retailers dealing in apparel merchandise, such as department stores, apparel and accessory stores, and shoe stores.

Looking at retailing on a regional level, the study said there will be a pronounced regional growth differential. For example, the anticipated recession will intensify retail problems in the East North Central, Middle Atlantic and East South Central divisions. The study predicts that these three areas will continue to perform poorly during the first half of 1982.

DSN Nostalgia Quiz STILL GROWING AT TWENTY 20 *Discount Store News* **Win $100 every issue**

Remember '63? Korvettes Was King

Korvettes was the top discounter with sales of $330 million and earnings of $6 million from 21 stores. K mart came into 1963 with 18 stores and finished the year with 53 units. Sales, K mart said, were "strong," but no figures were given.

* * *

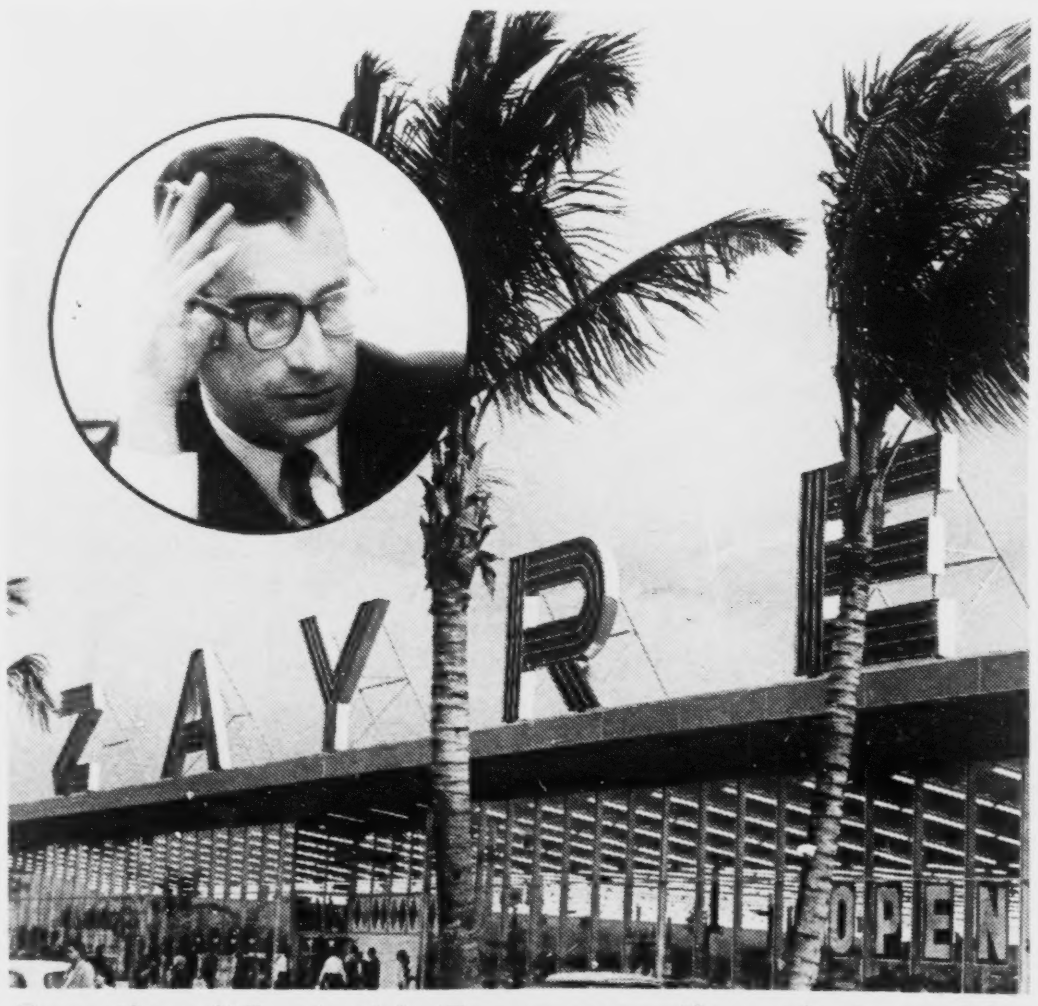
New-store openings during the year were 300 for the total industry compared to 700 in 1962. Looking at 1964, the industry was expecting to see 350 new-store openings.

* * *

In June of 1963, executives at Korvettes and Vornado saw both their companies' stock on the New York Stock Exchange valued at just over 27. Arlans was at 23 on the OTC.

* * *

Arlans was king of Detroit discounters in K mart's market. Arlans had six stores operating in '63 and Atlantic Mills was No. 2 in Motown with three stores.



Question: Who is this Zayre executive, what was his title in 1963, and how many stores did the chain have at the start of the year?

Nostalgia Quiz #2

(Answer hidden in pages of *DSN*.)

Prizes: A $100 retailer and manufacturer winner picked every issue; from those, a Grand Prize winner will be selected in the Oct. 18 issue. Grand Prize: to be announced.

Answer: ____________

Name ____________

Address: ____________

____________ Zip ____________

Rules: All entries must be submitted no later than two weeks after issue date for each contest.

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Vol. 21, No. 2 Jan. 25, 1982

T.G.&Y.

(Continued from page 1)

kets, originally scheduled to get T.G. & Y. units, will also get AIMs: Hemet, Calif., Hattiesburg, Miss., Duncan, Okla., Gadsden and Prattville, Ala. The first T.G. & Y. conversions will be in Lakeland, Fla., Montgomery, Ala., Gautier, Miss., Tallahassee and Pensacola, Fla. (two each), and Bartlesville, Stillwater and Muskogee, Okla.

Interestingly, while the stores are being billed as an upscale attack on T.G. & Y.'s upscale competitors, most notably Target and Venture, the first 20 stores will be opened in markets where K mart, Woolco, Zayre, Rose's, Gibson (franchisees) and Wal-Mart will be the competitors.

"We expect our primary competition to be K mart, Wal-Mart and Target," said Ron Smith, vp advertising. "But we also consider Penney's and Sears' smaller conventional-type department stores as competition."

Demographics were the key in making market selections.

The chain is hoping to capture younger shoppers, aged 25 to 45 (younger than the current Family Center shopper) with income between $18,000 and $35,000 (compared to $15,000 currently supporting Family Center stores). And although population figured more in the decisions, officials also noted that markets had to have at least $175 million in retail sales.

In areas slated for conversions from a traditional store to an AIM, officials looked for markets with only one or two stores. (Although executives would have liked to bring AIM to its native Oklahoma City, having to remake 20 stores at once prevented the move, said Kelly.)

The role of the new stores, given the chain's recent performance record, is clear:

"We're projecting sales per square foot of $150 to $200 for the new stores," said Kelly. "The average Family Center does around $90." (The industry average is $100 a square foot, with some chains like Wal-Mart reporting close to $130.)

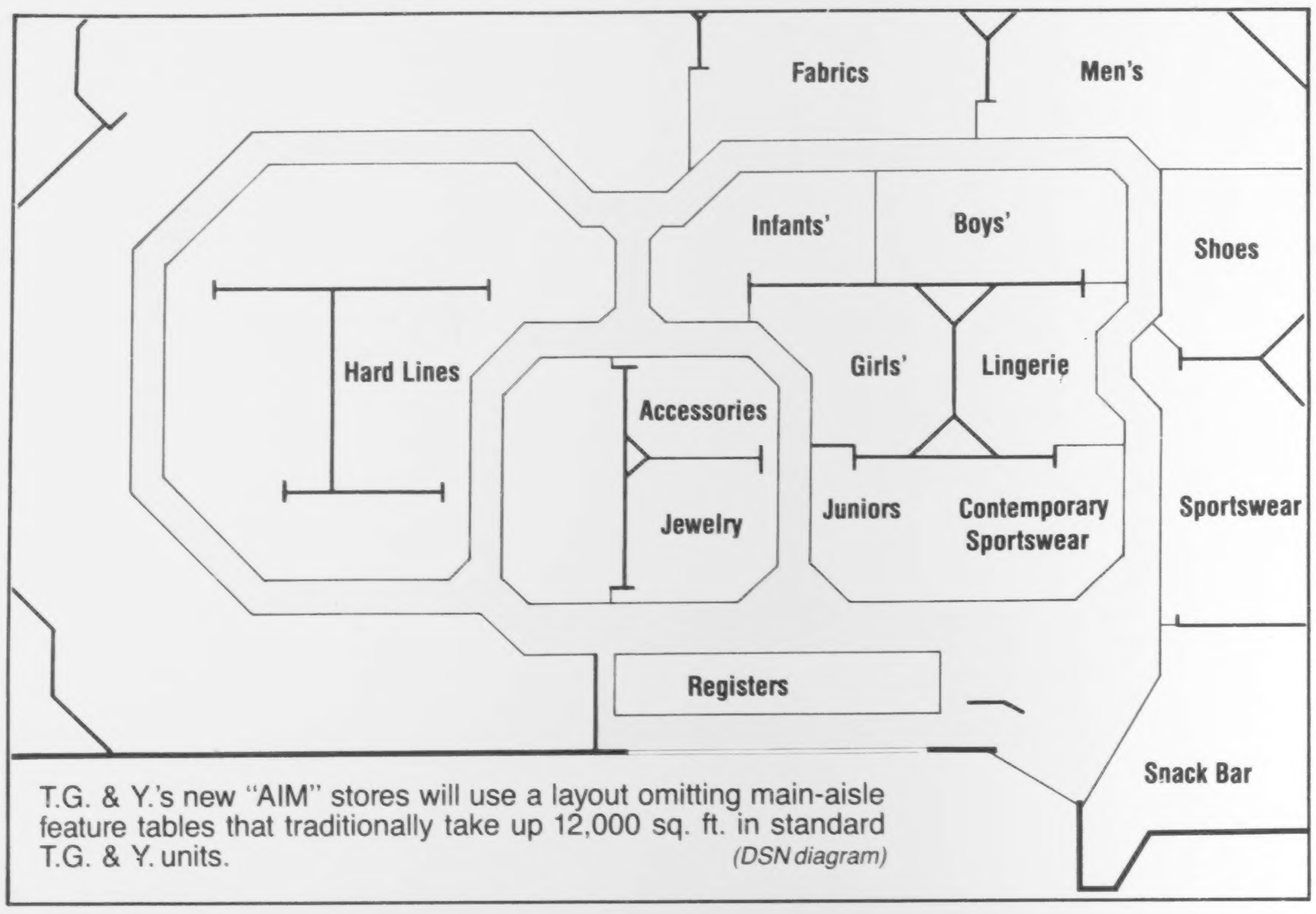
Shifting Emphasis

To get the improved performance, the 925-unit chain will upgrade its presentation and merchandise mix, packaging them both in a unfiorm 60,000-sq.-ft. store. T.G. & Y.'s Family Centers range in size from 30,000 to 85,000 sq. ft. while its 400-plus variety stores range from 3,000 to 10,000 sq. ft. The variations have hampered the chain's productivity in the past.

The new look will rely heavily on new, more fashionable fixturing and an upscale decor package, including carpeting, fingerwalls, glass and chrome displays.

Currently T.G. & Y. Family Centers give 28% to 30% of floor space to soft lines. AIM will devote 48% to the area with branded goods representing 30% to 40% of the mix, compared to 10% in traditional stores. "Ultimately we seek to have soft lines produce 55% to 45% of the volume," said R. J. Smith, a T.G. & Y. vp and member of the image committee.

Among name brands that will show up in the wearables departments will be Catalina, Bobby Brooks, Shapley and Lilly of France for women; Britannia and Pennington for men.



T.G. & Y.'s new "AIM" stores will use a layout omitting main-aisle feature tables that traditionally take up 12,000 sq. ft. in standard T.G. & Y. units. *(DSN diagram)*

Yule Sales

(Continued from page 1)

At T.G. & Y., preliminary figures showing a volume of $300 million for the five-week December period left the chain with "mixed feelings" for the month, senior vp of finance Denver Woolsey reported.

"The volume increase of 10.5% was about 3.5% short of our goal," Woolsey said. "It was disappointing as we viewed it from earlier in the year, but we did as well as we expected once we saw the retail climate late in the year."

Winter wearables were strong during the month, partly due to changes in the merchandise mix at T.G. & Y., Woolsey said, adding that changes in gift-oriented lines such as robes led to a strong season there. Middle price-range appliances were also standouts during the Christmas season, he said. Deep margin cuts taken slightly early this year will probably thin overall gross margin slightly at the chain.

Gold Circle and Richway, lumped together by parent Federated Department Stores in volume reporting, also experienced their sales gains in part because of an increase in promotion:

"December gains were achieved in a highly promotional sales environment," a spokesman at Federated said of the combined sales gain of 16.5%, "and the company does not expect that the relatively strong sales gains will be maintained during the first quarter of 1982."

At Wal-Mart, a spokesman said the chain "saw no particular change in buying patterns," as traditionally strong seasonal categories fared well. Toy gains were reportedly stronger than 1980's. Wal-Mart is operating 491 stores, compared to 330 a year ago, including the recently acquired 104-unit Kuhn's Big K chain.

December's sales gain of 58% from a year ago (35% without including Big K volume) represented a same-store sales gain of 9%. In the 48 weeks, Wal-Mart's $2.267 billion volume was 49% ahead of the year before, or 38% ahead without including $160.8 million from the Big K stores.

Several other major chains, such as Venture, also posted strong same-store gains in December, while Murphy's Mart, Jamesway and Zayre achieved double-digit increases on slightly enlarged store bases. Rose's increase for the month totaled 13.6%, while ALCO's 16.6% boost for the December period outstripped its year-to-date gain (48 weeks) of 15%. Tougher times during December were had by Woolco and others.

Venture's five weeks ended Jan. 2 represented the first such period in which its sales topped $100 million, with the $110.1 million volume representing a 13.9% same-store gain. In the 48 weeks, Venture's volume was $578.3 million compared to $529.9 million in the previous year, including a same-store increase of 9.1%.

December sales for Murphy's Mart went ahead 13.4% with $87,219,000 rung up during the holiday period, compared to $76,888,000 a year earlier.

However, with the sales of the company's 334 conventional variety stores figured in, December volume rose by only 4.82%, to $142,565,000, over the year-earlier period.

Here, as elsewhere in the country and the industry, the economy is taking a toll: In 1980—itself not a stellar-performance year—the company posted a gain of 8.4% over 1979's Christmas volume.

For the 48-week period ended Dec. 31, 1981, company volume went ahead a scant 2.09% with the Mart stores registering a 7.2% gain to $437,183,000 and the variety stores losing ground.

Zayre's 17.8% sales increase for the five weeks ended Jan. 2 included volume from Hit or Miss specialty stores and T. J. Maxx outlets. The percentage gain was larger than for the 48-week total, with the $1.719 billion in volume for the period representing a 15.6% gain over the previous year's $1.487 billion for the same period. (Sales have been restated to exclude the volume from nine Shopper's City stores which were sold by Zayre last spring.)

Jamesway's 16% gain for the five weeks was achieved on a base of 65 stores, compared to 63 last year. The month kept the Secaucus, N.J., discounter "on plan" with an 8% sales increase for the year to the end of the December period (Jan. 2). Volume was $284.9 million compared to $263.3 million the year before.

At Woolco, sales are not broken out from consolidated F. W. Woolworth volume. However, F. W. Woolworth's sales increase was 4.7% for the five weeks ended Dec. 29, and 2.1% for the 48 weeks, with a volume of $6.859 billion for the 48 weeks and $1.260 billion for the five weeks.

F. W. Woolworth chairman Edward Gibbons said "sales gains in domestic specialty stores exceeded expectations, and were greater than gains by domestic general merchandise stores."

In other reports, a Hills spokesman said December "was up slightly on a store-for-store basis, and this was measured against a strong December in the previous year." At Cook United, comparable-store sales were up between 9% and 12%, vp and chief financial officer Adam Talarek said, with Christmas-week sales gains running as high as 20%. At Heck's, spokesmen reported a December more sluggish than last year in several merchandise categories.

Catalogers

(Continued from page 11)

rooms.

Recycling of stores is seen as the prime growth vehicle for privately held regional and local catalogers.

Hartman, whose last three units were recycled stores, finds it "more prudent and economical" to reuse space, rather than build a new store as it did in the 1970's, an executive said.

High interest rates, he noted, have put pressure on landlords to put good sites on the market to generate rentals.

K's Merchandise Mart, which added a showroom last year as its sixth unit, had been building its stores. The cataloger was reviewing this situation, an executive said, as "we're now getting more offers of sites than in the past" and landlords "are more reasonable about their rents."

A Key Distributing executive added that "brand new space is prohibitive so we're looking for existing space." The cataloger's new store in Aiken, Ga., opened last year, was only 25,000 sq. ft., rather than the chain's average 40,000 sq. ft. "We opened the smaller showroom because the space was available and the location fitted in with our marketing plans," he added.

The Aiken market is covered by Augusta, Ga., TV and newspapers, so the new showroom spread Key's advertising costs in the latter market among three stores, rather than just its duo in Augusta.

Regional and local catalogers are aiming to add units to enable them to better face thrusts into their markets by the Big 10 national and multiregional chains.

A Major Factor

Executives noted that when a small cataloger has a number of units in a market, it is better able to compete with larger chains. The higher costs that a Big 10 cataloger faces in going into a market where there's already a strong local showroom operation can present difficulties for the invading company.

Florida's Gold Coast is an example. L. Luria & Son is the dominant cataloger in this market and while Best Products and Service Merchandise each opened four there in 1980, only Best has expanded, adding just one more unit. H. J. Wilson, in fact, closed its one acquired Leeds unit because of the "excessive costs required to have a significant impact" in the market, "either through expansion or disproportionate advertisement and promotion" costs.

Federated Will Host Growth-Prone Smallies

NEW YORK—Expansion is on the minds of some catalogers who operate only one or two small showrooms.

Coordinator Federated Merchandising will hold a meeting for its members interested in expanding, during the group's gathering in Chicago during Housewares Show week.

Federated members who operate showrooms in the 15,000 to 30,000-sq.-ft. range will talk with other members who have opened new showrooms. A coordinator executive said the high costs of expansion, along with other possible pitfalls, will be among the subjects discussed.

Vornado Names Macnow

(Continued from page 2)

pany neither admitted nor denied any of the allegations in the S.E.C. complaint. Vornado claimed the charges stemmed from differences in accounting procedures.

According to the lawsuit, Vornado provided two cars each for the chain's president and chairman and one car each for all other officers of the company. Vornado also provided its officers with "various major credit cards," expense accounts at local restaurants which were billed directly to Vornado and "unitemized expense allowances of $650 per month" to certain executive officers.

The company also bought executive officers opera tickets worth $2,000 per year, and from 1976 through 1978 paid for a country club membership for its chairman of the board, which cost $6,890 for the first year and nearly $4,000 a year for the succeeding two years.

The S.E.C. never said that the issuing of these perquisites was in itself a violation of Federal statutes, but the company did not include any mention of the benefits in any relevant proxy materials sent to shareholders and the S.E.C. Therefore, the S.E.C. charged that the proxy statements Vornado produced during the period were "false and misleading" and violated Federal securities law.

16 Leading Regional Catalogers Eye 13 '82 Openings (Up 7%)

NEW YORK—The top 16 regional and local catalog showroom chains plan to outstrip last year's growth in 1982 with a 7% growth rate for new-store openings.

The accelerated store openings come despite the weak economy and increased competition from the 10 major national and multinational catalogers.

This growth among regional and local operators of full-line showrooms is taking place concurrently with a contraction of the catalog showroom field as a whole, as many tobacco distributors, under-financed "mom and pop" one-unit operators and retailers that run showrooms as sidelines have closed down their catalog business.

This contraction last year saw Grand Union shut Grand Distributors; Schnuck Markets close Show Case Jewelers; Shaffer Diversified phase out ESCO, and Sibley liquidate its operation. In addition to those four regional chains leaving the showroom field, more than a dozen one- and two-store companies closed their doors last year.

The top 16 chains (in number of units) operate 189 showrooms, 58.5% of the total of 323 units run by the 50 local and regional catalogers *DSN* tracked for this report.

The top 16 chains plan 13 openings, up 7%, which outpaces the 4.4% gain of last year. These increases come on top of the 14.6% increase in new stores in the boom year of 1980 in which 10 of the 16 chains opened units and two chains—Basco and R&R— grew mainly by acquiring other catalogers' units.

The projected growth doesn't reflect discussions and negotiations being carried out at presstime by catalogers such as E. H. Tepe and McDade, which haven't firmed up sites.

The latter, for example, has added a showroom every two to three years. One executive acknowledged that the chain was "in position" to expand this year as discounter Woolco was closing its stores in Chicago and the Woolcos are likely candidates for conversion to show-

(Continued on page 112)

Middle-Tier Catalogers' Plans

Chain (Headquarters)	Showrooms 1979	Showrooms 1980	Showrooms 1981	To be added in 1982
Masters (Sarasota, Fla.)	19	23	26	4
L. Luria & Son (Miami Lakes, Fla.)	16	19	21	4
Basco (Cherry Hill, N.J.)	12	18	19	0
Boardman (Albany, N.Y.)	15	16	15	0
Brendles (Elkin, N.C.)	11	13	13	0
Brand Names (Tonawanda, N.Y.)	10	11	11	0
Sam Solomon (Charleston, S.C.)	11	11	11	(4)
Hartman (Culver City, Calif.)	9	10	10	2
Present (Rochester)	8	8	9	0
E. H. Tepe (South Bend, Ind.)	7	8	9	0
David Weis (Monroeville, Pa.)	9	9	9	2
Key Distributors (Augusta, Ga.)	7	7	8	1
Ellman (Atlanta)	6	7	7	0
McDade (Chicago)	6	7	7	0
R&R (Fitchburg, Mass.)	5	7	7	0
Towers (Secaucus, N.J.)	7	7	7	0

Source: DSN Research

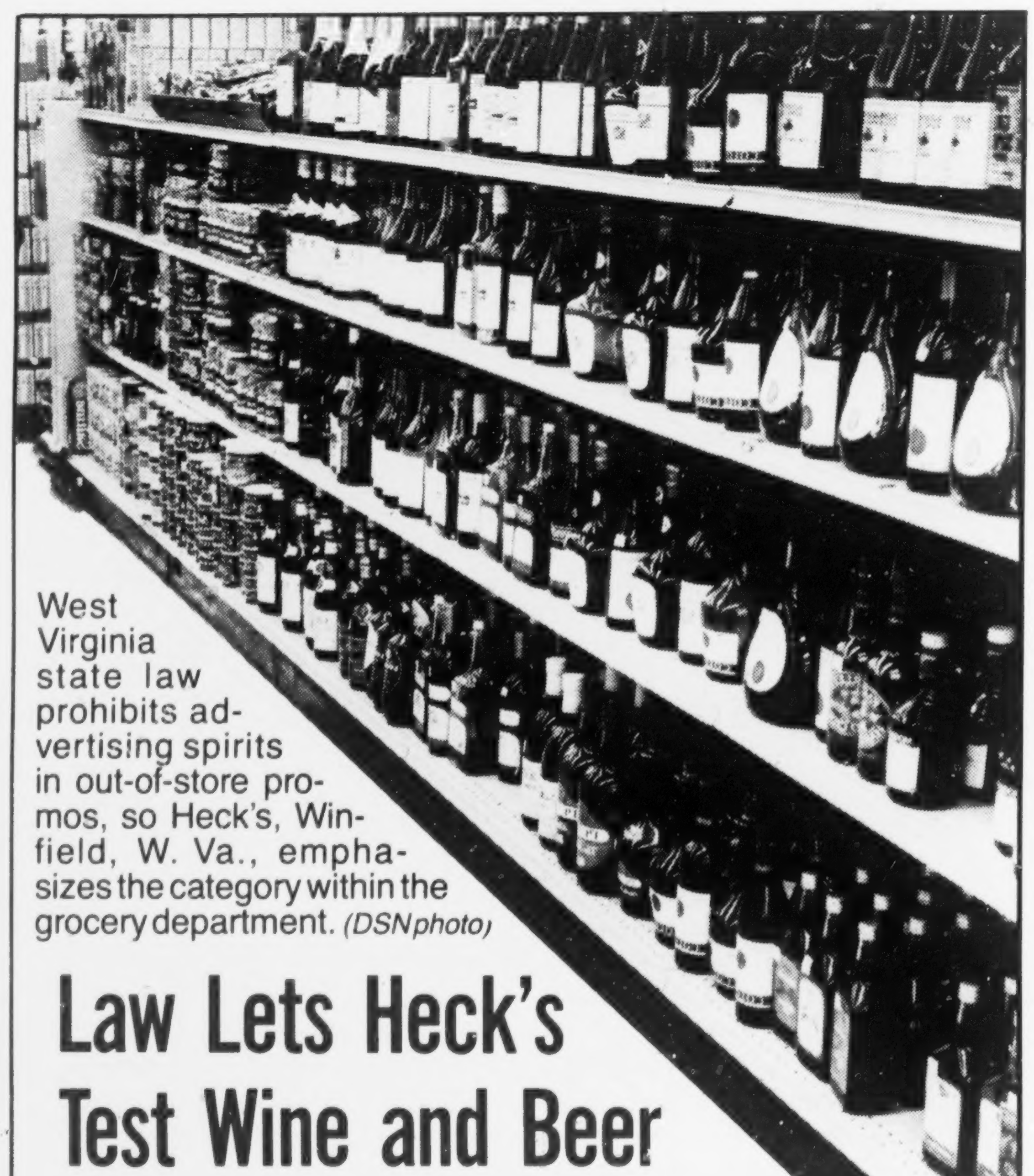
Shewmaker Adds Duties At Wal-Mart

BENTONVILLE, Ark.—Wal-Mart's president and chief operating officer Jack Shewmaker has been assigned the additional duties of overseeing the chain's financial, distribution and construction areas.

S. Robson Walton, himself recently named vice president, secretary and general counsel as part of the chain's executive shuffling, said the elevation of Shewmaker in no way signifies a reduction in the role of Sam Walton, Wal-Mart's chairman of the board and chief executive officer.

"Sam Walton will be as active as he's ever been in the daily operation of the company," said the younger Walton, "What the move does signify is the combining of all operations under Jack Shewmaker. The move is a logical evolution."

Other movers included David D. Glass, executive vice president and chief financial officer, who will assume the duties of vice chairman and will continue as chief financial officer, following the retirement of Ferold G. Arend. Arend, who has been semiretired since 1978, will continue as a director and member of the executive committee.



West Virginia state law prohibits advertising spirits in out-of-store promos, so Heck's, Winfield, W. Va., emphasizes the category within the grocery department. *(DSN photo)*

Law Lets Heck's Test Wine and Beer

CHARLESTON, W. Va.—A change in the West Virginia liquor law has enabled Heck's to test a 12-ft. run of wine in its Charleston-area stores.

The law, analogous to the New Hampshire law which prohibited the sale of alcoholic beverages by general merchandise stores, was recently amended to allow stores which sell $3,000 worth of grocery items a month, and have at least

(Continued on page 111)

Nike Sues Zayre For $2 Million; Alleges 'Swoosh' Infringement

FRAMINGHAM, Mass.—Zayre is facing a $2 million suit filed by Nike, a manufacturer of athletic shoes, for trademark infringement.

At issue is the sale of athletic shoes by Zayre with patterns on the sides which Nike alleges are confusingly similar to its own. No court date has been set in the suit, which was filed last month in U.S. District Court in Concord, N.H.

The Nike action charges Zayre with "trademark infringement, trademark dilution, unfair competition and deceptive trade practices." A central issue—how close a knockoff item can legally be to the original—is of wide interest to other discounters, particularly in some soft goods merchandising and H&BA.

Zayre chairman Sumner Feldberg said, "Our attorneys are looking into the matter," but had no further comment.

Tom Niebergall, assistant corporate counsel at Nike, said: "This isn't just a nuisance suit. It's part of a program we have begun, and we have filed suits against others also. We mean business."

Nike's own shoes have a distinctive pattern they term a "swoosh" on the sides, and the company objects to three designs which have appeared on the sides of shoes allegedly sold by Zayre:

One pattern has a similar "swoosh" with a dot in front of it; a second design is a similar "swoosh" with holes, giving it a Swiss-cheese appearance, a third pattern resembles an inverted "swoosh."

Nike has asked for $2 million in aggravated damages. The manufacturer did not ask for a temporary restraining order, which would keep Zayre from selling such shoes until a hearing.

"As far as we're concerned, anything they do now is just running up the bill," Niebergall said.

Niebergall said Nike does not sell to Zayre, and did not know whether the athletic shoes in question were imports or were made domestically. He said they did resemble athletic shoes made by a domestic manufacturer which is also being sued by Nike.

The advertised shoes appeared in four-color ads during the fall, Niebergall said. Nike has had no response from Zayre to date.

New Harts Prototype Unveils Series of 'Shops'

HUNTINGTON, W. Va.—Harts opened its third area unit here last month, splitting a 125,000-sq.-ft. former Sears store with a Big Bear supermarket, Harts' sister operation.

The 88,000-sq.-ft. Harts—the first with side- and front-door checkouts—features a race-track layout surrounded by a series of shop-within-a-store departments. The unit is the chain's latest state of the art in both layout and decor package.

Still, it may be the site that is the thing here: The location already had strong customer recognition, thanks to Sears' eight-year tenure (the retailer relocated its Huntington unit 25 miles east in a new regional mall). In addition, city plans call for a new bridge to be built across the Guyandot River at 29th Street, one of the two streets fronting the new store.

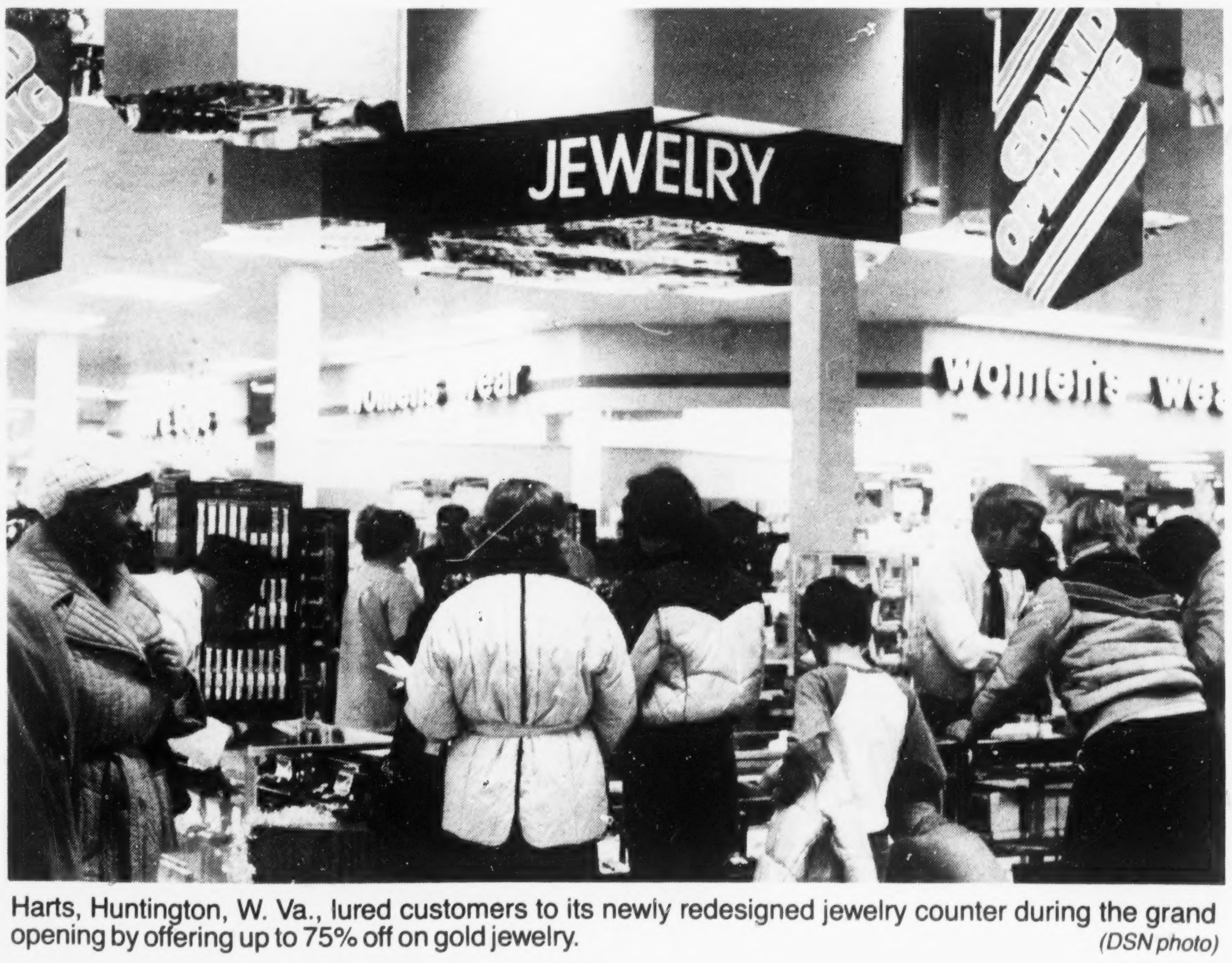
"The new bridge will dump traffic right at our doorstep, making us more and more accessible to a larger segment of the local population," explained Dave Godfrey, Harts' vice president and general manager. He estimated the unit will draw customers from a 15-mile radius.

Nevertheless, the opening of the discounter's latest unit raises question as to whether this city, hard by the Ohio River, can support two of the discounter's stores, the other being an eight-year-old Harts a little more than a mile up U. S. 60. (The third area Harts is located on Fourth Street at West Route 60.)

"We have no plans right now to close our older store," said Godfrey, "although we will monitor the store's performance closely to determine what impact the newer store has on it." The chain has never opened two stores in such close proximity, he added.

For a town of 63,362, the discount competition is tough. A Heck's unit is located between the two Harts, and Hills anchors a small shopping plaza just to the north of the older, Route 60 Harts. K mart operates an 84,000-sq.-ft. store just beyond the city line, a mile

(Continued on page 104)



Harts, Huntington, W. Va., lured customers to its newly redesigned jewelry counter during the grand opening by offering up to 75% off on gold jewelry. *(DSN photo)*

Chains Gain Up to 40% in Sun-Prep Biz

Discounters emphasizing a viable product mix, a good in-stock position and a strong promotional program showed sales increases last year in the sun preparation market up to 40% over 1980 levels.

PRODUCT MOVEMENT AUDIT

Planogrammed endcaps or register tips which were maintained throughout the 10-week selling season keyed the sales increase, with gross margins in the 30% area.

This special Product Movement Audit supplied by Boston Distributors of Maple Heights, Ohio, encompassed the entire 1981 selling season. It showed that Plough continued to dominate by holding six of the top 10 positions including the No. 1 ranking of Coppertone Lotion (8 oz.). Hawaiian Tropic outscored Plough's Tropical Blend by landing in the Nos. 2 and 3 spots. Tropics, with 36% of the suntan sales, are now our No. 1 segment as regular lotions and oils' share (32%) has been eroded by sunscreens and face products.

New Leader

Sunscreens hold their 22% of category sales, shared by a huge number of sku's. The leading screening agent was 3M's MMM What a Tan SPF 8, followed by Johnson & Johnson's Sundown Moderate and Extra Protection formulas.

Shade, from Coppertone, and Eclipse scored well in total brand sales. The former market leader, Pre Sun, fell to No. 37. The new "Faces" subcategory, represented by Plough's "For Faces Only," captured about 4% of total sales, with the leading sku landing in the No. 33 spot.

The mass merchant has the opportunity in 1982 to grab a larger slice of the suntan pie as the key manufacturers are planning substantial increases in television, radio and magazine support. With only an estimated 45% of the population presently using tanning products the increased expenditures will result in new users and stronger business. A well-timed advertising program and a strong in-stock position will yield profitable results.

SUNTAN PREPARATIONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Coppertone Lotion 8 oz. SPF #4	16,292	3.04	49,528
2	Hawaiian Tropic Dark Tanning Oil 8 oz. #2	17,494	2.20	38,487
3	Hawaiian Tropic Dark Tanning Lotion 8 oz. #2	17,403	2.20	38,287
4	Q.T. Lotion 4 oz. #2	14,095	2.67	37,634
5	Coppertone Lotion 4 oz. #4	14,193	2.33	33,070
6	Tan Pad Tanning Blanket 12-TP	10,611	2.65	28,119
7	Tropical Blend Oil 8 oz. #2	10,012	2.75	27,533
8	MMM What A Tan Lotion #8 6 oz.	8,239	3.19	26,282
9	Coppertone Oil 8 oz. #2	8,699	3.04	26,097
10	Tropical Blend Lotion 8 oz. #2	8,657	2.75	23,807
11	Sundown Moderate 4 oz. #4	7,086	3.18	22,533
12	Coppertone Oil 4 oz. #2	9,489	2.33	22,109
13	Sundown Extra Protection 4 oz. #6	6,892	3.18	21,917
14	Solarcaine Aerosol 3 oz.	10,419	2.09	21,776
15	MMM What A Tan Oil #2 6 oz. #2	7,445	2.87	21,367
16	Coppertone Tropical Lotion 8 oz. #2	6,606	3.23	21,337
17	MMM What A Tan Oil 6 oz.	6,864	2.87	19,700
18	Hawaiian Tropic Professional Tanning Oil 8 oz.	7,173	2.70	19,367
19	Hawaiian Tropic Forever Tan 8 oz.	6,835	2.76	18,865
20	Coppertone Tropical Oil 8 oz. #2	5,731	3.23	18,511
21	Solarcaine Lotion 6 oz.	7,795	2.31	18,006
22	Tropical Blend P/C Oil 8 oz. #2	6,132	2.87	17,599
23	Tropical Blend P/C Lotion 8 oz. #2	5,901	2.96	17,467
24	Tropical Blend Sunscreen 8 oz. #4	5,822	2.87	16,709
25	Coppertone Shade 4 oz. #6	5,472	3.05	16,690
26	Eclipse Lotion 4 oz.	5,922	2.78	16,463
27	Coppertone Shade 4 oz. #8	6,522	2.47	16,109
28	Coppertone Super Shade 4 oz. #15	4,956	3.21	15,909
29	Eclipse Lotion 4 oz.	5,037	2.78	14,003
30	Eclipse Lotion 4 oz.	5,699	2.40	13,678
31	Tan Care Lotion 8 oz.	4,059	3.23	13,111
32	Coppertone Lite Oil 8 oz. #2	3,765	3.39	12,763
33	For Faces Only 2 oz.	5,611	2.04	11,446
34	Tropical Blend Lite Oil 8 oz. #2	3,267	3.28	10,716
35	Sundown Maximal 4 oz. #8	3,004	3.41	10,244

Source: Boston Distributors, Maple Heights, Ohio

Fragrance
Fragrance
hair styling salo

Display's the Thing at Harts

Harts' new cosmetics presentation includes shelved and mirrored display fixtures. This Huntington, W. Va., unit shows the chain's movement from blister-packed to loose-stock packaging. *(DSN photo)*

March of Dimes Aided by Zayre

FRAMINGHAM, Mass. —More than 3,500 Zayre employees joined forces in WALKAMERICA to raise $200,000 for the March of Dimes in 1981.

Participants from 250 Zayre stores in 23 states walked a total of 63,000 miles to exceed the company's goal of earning $150,000.

Over the past two years of involvement with the March of Dimes, Zayre has contributed close to half a million dollars to the fight against birth defects, said Stanley Berkovitz, vice president and director of consumer and community affairs.

Goody. Before they buy,

Even before they enter the store, consumers are already sold on the Goody name. It represents a 75 year tradition of quality products they have known and trusted for more than three generations.

But Goody doesn't wait for sales to happen. *We help create them* with special sales support programs. Like our nation-wide advertising campaign. It is the only hair accessories program of ongoing, informative ads to appear in the major women's and teen magazines including Good Housekeeping, Vogue, Seventeen and Mademoiselle delivering 40,000,000 impressions every month. And our consumer advertising is supplemented by publicity coverage that keeps Goody products in front of your market all year round.

Goody helps create customers at the point of sale, too, with complete promotional support. Customized planograms that carry a sales-proven mix of the fastest moving items and the latest design trends and styles.

SIGNET
BRUSH

HOUSEWARES SHOW

HOUSEWARES

These housewares figures for Jan. 1 through Nov 7, 1981, were supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	992 Anchor Hocking candle stcks	13,568	13.36	181,268.48
2	20-4 Corelle 20-pc set, gold	3,274	31.70	103,785.80
3	20-6 Corelle 20-pc set, Woodland	2,561	31.64	81,030.04
4	20-1 Corelle 20-pc set, green	2,354	31.86	74,998.44
5	20-5 Corelle 20-pc set, Old Towne Blue	1,962	31.43	61,665.66
6	3216-32 Corelle 16-pc set, Cinnamon	1,558	30.94	48,204.52
7	2020-12 Expressions 20-pc set, Ind Smmr	894	49.50	44,253.00
8	2020-13 Expressions 20-pc set, Meadow	894	49.41	44,172.54
9	20 Corelle 20-pc set, white	1,298	29.89	38,797.22
10	3216-33 Corelle 16-pc set, almond	1,128	31.39	35,407.92
11	16-Y-N Corelle, 16-pc set, Butterfly gold	1,289	25.10	32,353.90
12	115 Pyrex Hurricandle	5,124	6.29	32,229.60
13	2020-7 Expressions 20-pc set, Wildflower	607	49.90	30,289.30
14	16-I-N Corelle 16-pc set, Spring	1,196	25.03	29,935.88

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	8003048 Durand 5½-oz juice, 4 pack	18,180	4.47	81,264.60
2	Libbey 24-pc set, Bolero, Tawney	2,967	10.21	30,293.07
3	N3600 Anchor Hocking 24-pc st, Nwprt, gld	2,833	9.30	26,346.90
4	3600 Anchor Hocking 24-pc st, Nwprt, crystl	2,823	9.17	25,886.91
5	Libbey 24-pc set, Bolero, gold	2,108	10.09	21,269.72
6	Libbey 24-pc set, Bolero, blue	2,009	10.19	20,471.71
7	97012 Libbey 2-gal crystl mlk bttl	1,000	15.15	15,150.00
8	20401T Libbey 17-oz ice tea, swirl	39,348	0.34	13,378.32
9	8466 Libbey 6½-oz tall wine, Cttn, 4-pk	2,628	4.40	11,563.20
10	8469 Libbey 6½-oz red wine, Cttn, 4-pk	2,112	4.38	9,250.56
11	8008278 Durand 7-pc salad set, Diamant	1,036	8.86	9,178.86

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	297-79 Chilton 7-pc set, SlvStn, Almnd	5,766	27.40	157,988.40
2	36728 Wear-Ever 8" chf pn, Bnty, SlvrStn, Alm	10,736	5.52	59,262.72
3	0509 Gen Hous Granitware 18" ovl rstr	4,572	7.90	36,118.80
4	56027 Wear-Ever Preferred 7-pc set	1,072	33.57	35,987.04
5	64900 Ekco 9-pc bakeware set	2,302	13.97	32,158.94
6	0707 Gen House Granitware 21-qt canner	2,664	10.40	27,705.60
7	64110 Ekco 1"-deep Bkrs Scrt ck sht	8,184	2.98	24,388.32
8	1530 Gen House Granitware 12-qt sauce pan	2,472	8.65	21,382.80
9	64100 Ekco ¾"-deep Bkrs Scrt ck sht	7,800	2.60	20,280.00
10	46030 Wear-Ever 10" saute pn, Prmm, SlvStn	2,112	9.41	19,873.92
11	950-20 Chilton 12-qt Sauce pot	2,604	7.43	19,347.72
12	64330 Ekco colony cake pan, Baker's Secret	6,960	2.73	19,000.80
13	46032 Wear-Ever 12" saute pan, Prem, SlvStn	1,260	12.71	16,014.60
14	0507 Columbia 3-lb round roaster	4,560	3.49	15,868.80

GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	29046 Rhodes Daisey bell timer	4,302	5.46	23,488.92
2	407-21 Swing-A-Way hand can opener, chrome	7,188	3.00	21,564.00
3	3000 American Family Kitchen scale	1,414	9.80	13,857.20
4	101 Foley food mill	1,530	8.15	12,469.50
5	277-28 Foley 8-pc cook set, chocolate	5,064	2.27	11,495.28
6	2800 E-Z Foil electric burner bibbs	10,584	0.99	10,478.16
7	815 E-Z Foil oven liner	7,176	1.46	10,476.96
8	101 Range Kleen 6" reflector bib	4,776	2.03	9,695.28
9	102 Range Kleen 8" reflector bib	3,768	2.44	9,193.92
10	0817 Frigidaire ice cube tray	6,248	1.47	9,184.56

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PMA®

PRODUCT MOVEMENT AUDIT

Buyers to Seek Volume Basics, Stabilized Mix

By Howard Bobroff
President
Myron Nickman Distributors

Record-breaking sales volume in the last few days before Christmas pulled fourth quarter sales for discounters out of the doldrums. And, the year in housewares finished in good shape, well ahead of last year. Some categories, such as cookware and glassware, performed outstandingly well. The backbone resources, including Corning and Rubbermaid, demonstrated their selling clout in the face of a weak economy.

But, discounters are entering 1982 knowing full well that they are going to have to work hard for their share of business. Keeping the bottom line in respectable shape will be the major challenge of the year.

Consequently, buyers will descend on Chicago with two thoughts in mind. First, they will look for opportunities to buy basic, salable-in-volume merchandise at a price.

At the same time, there will be a concerted effort to stabilize assortments. Selecting the top-selling items and planogramming departments for maximum inventory turns will be at the top of the discount store buyers' priority list. "Inventory management" is likely to become the buzzword at the housewares show.

These priorities will win out over the search for new items. Anticipating this, manufacturers did not prepare a long list of new merchandise and stuck to offering variations on present lines.

An exception to this will be in such growing houseware areas as microwave cookware and canning items. The canning category, traditionally a good area during the second quarter, should be even bigger this year with customers looking for ways to hold down the family bills.

Discounters can be expected to take their cue from last year's growth in the canning category and expand their assortments in canning cookers, strainers and holders. The items will be stocked individually and in sets. Foley and G & S Metal Products are among those expected to be the major suppliers for canning products.

This Product Movement Audit, covering the period Jan. 1 through Nov. 7, 1981, shows the strength of several new items which did not appear on the discounters' shelves until the holiday selling season.

Two of them appear in the tabletop category. Anchor Hocking's candlesticks were a best seller and ranked in the No. 1 spot. Another exceptionally strong item was the

(Continued on page 37)

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HOUSEWARES SHOW

PRODUCT MOVEMENT AUDIT

Buyers to Seek

(Continued from page 26)

Pyrex Hurricandle, taking the 12th place in dollar ranking. In unit terms, the Hurricandle would move up to the No. 2 rank.

Another strong holiday item, one which did not appear on the movement audit, was a decorative item, Libbey's glass pine trees.

Corelle sets remain the major portion of the dinnerware area with gold leading the way in color.

The glassware listing shows the continuing sales strength in two combination sets, one from Libbey, the other from Anchor Hocking. If the unit sales in all colors available in Libbey's Bolero or Anchor Hocking's Newport were added together, the exceptional strength of these combination sets would be even more apparent. Taking the colors individually, Bolero in tawny ranks second on the glassware movement audit and newport in gold is No. 3.

A color trend to watch in glassware this year is the possibility of sales growth in blue. Already a strong color in the Bolero set, blue is being shown in many more glassware offerings and in several housewares categories. There is a possibility that its sales will be strong and cut across several housewares areas.

Once again Libbey's Citation line of stemware captured four places within the glassware audit. The large unit movement of each of the stemware items demonstrates that retailers and customers view stemware as a year-round item.

The leader in the cookware category was Chilton's seven-piece set in almond, which re-

(Continued on page 38)

Microwaves Spark Appliance Mfrs.' Nov. Shipments

CHICAGO—Major appliance shipments for the month of November 1981 totaled 1.9 million units, a 17% decline compared to November 1980.

The figures, released by the Association of Home Appliance Manufacturers, indicated that only one appliance classification registered a gain in shipments.

Microwave oven/range unit shipments increased by 9%, while all other products declined 15%-25%.

During the first 11 months of 1981, appliance shipments totaled 28.1 million units, an increase of 1% over the comparable period of 1980. Microwave oven/ranges led again with a 22% increase.

Other products showing an increase for the 11-month period were room air-conditioners, ahead by 17.6%, and disposers, 8.6%. All other product category shipments declined.

HOUSEWARES

(Continued from page 26)

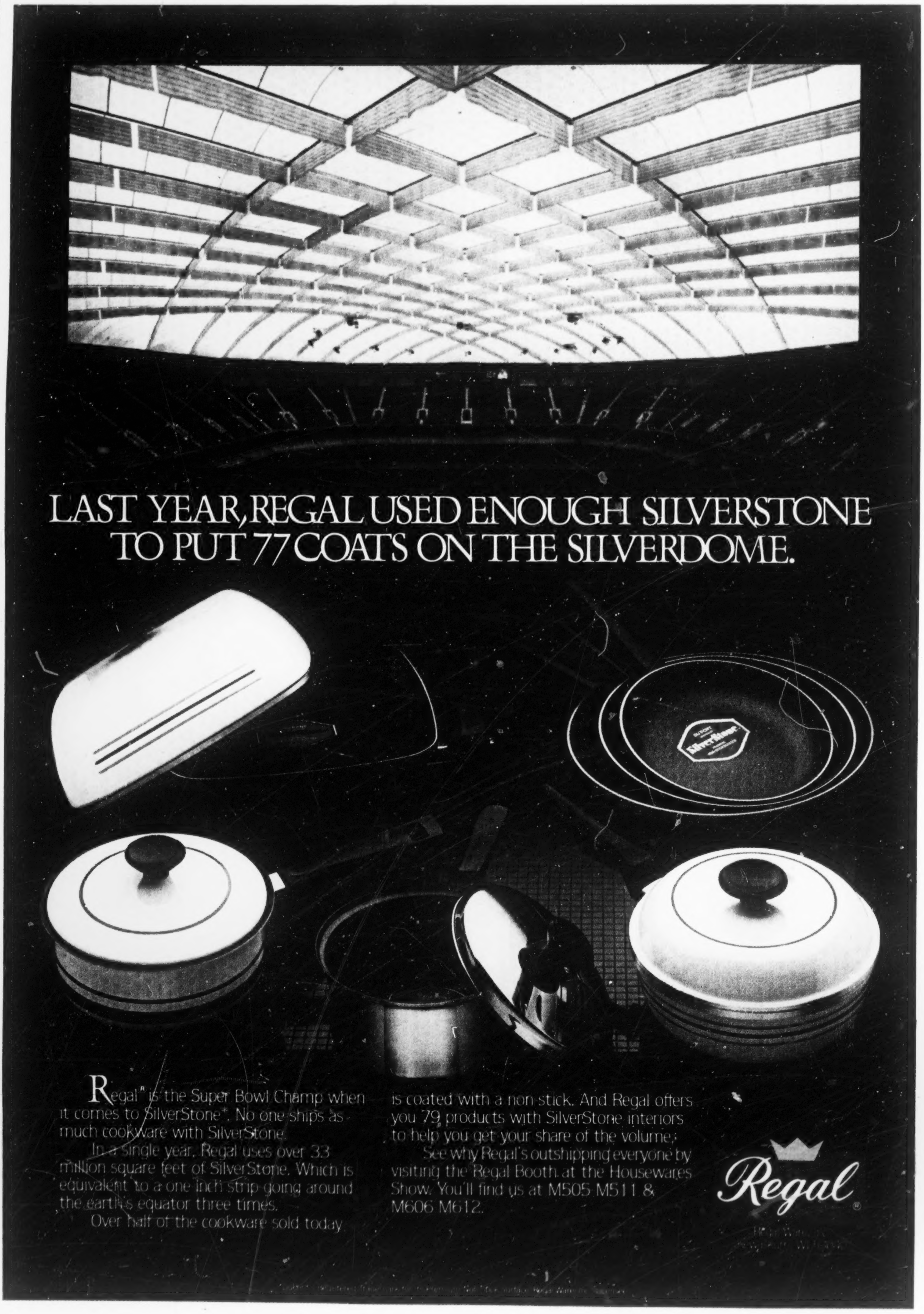
PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5207 Fesco 32-gal trash can, avocado	3,390	11.56	39,188.40
2	7200 Fesco 20-gal trash can, avocado	5,082	7.11	36,133.02
3	C124CD Lustro-Ware 24-gal Super Can, green	2,496	13.16	32,847.36
4	C-124C Lustro-Ware 24-gal trash can	3,612	7.80	28,173.60
5	C124 Lustro-Ware trash can, alum color	2,364	11.20	26,476.80
6	C-111C Lustro-Ware 12-gal container, springtop	3,108	6.97	21,662.76
7	P-80 Lustro-Ware 11-qt heavy duty pail	9,672	1.75	16,926.00
8	5861 Fesco No Hands can, almond	2,394	6.43	15,393.42
9	BS-21 Lustro-Ware 4-pc bowl set, w/cvr yellow	4,572	3.02	13,807.44
10	W5782 Fesco 44-qt Lift-top bskt, chocolate	2,472	5.18	12,804.96
11	C-144C Lustro-Ware 44-gal wst bskt, flip-tp	2,088	5.84	12,193.92
12	W5782 Fesco 44-qt lift-top bskt, almond	2,196	5.19	11,397.24
13	B91 Lustro-Ware laundry basket	4,992	1.97	9,834.24
14	1956 Fesco 56-qt round wst bskt, gold	1,998	4.89	9,770.22
15	6251 Eagle 110-oz oblong SuperSeal	4,596	2.04	9.375.84

CLEANING & CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1351 Johnson Raid, 18 oz	13,836	3.29	45,520.44
2	4101-16 3M 16-oz Scotch Guard	10,224	4.03	41,202.72
3	00441 Alberto 6-oz Static Guard	23,232	1.70	39,494.40
4	118 Drackett 67-o Drano, liquid	18,102	2.16	39,100.32
5	6140 Woolite 16-oz liquid	22,560	1.70	38,352.00
6	6220 Woolite 12-oz S C rug cleaner	15,492	2.42	37,490.64
7	0339 Johnson Lemon Pledge 14-oz	15,864	2.34	37,121.76
8	0182 Johnson 27-oz Future	11,364	3.16	35,910.24
9	1601 Johnson 16½-o Yard Guard	11,124	3.16	35,151.84
10	83 D-Con Four Gone, single pack	11,004	3.10	34,112.40
11	120 Drackett Drano 26-oz	14,352	2.32	33,296.64
12	201 D-Con 1-lb Ready-Mix pesticide	16,896	1.96	33,116.16
13	116 Drackett 32-oz indstrl strgth clnr	26,544	1.24	32,914.56
14	293 Drackett 12½-oz Endust	15,588	2.06	32,111.28

(Continued on page 38)



LAST YEAR, REGAL USED ENOUGH SILVERSTONE TO PUT 77 COATS ON THE SILVERDOME.

Regal® is the Super Bowl Champ when it comes to SilverStone*. No one ships as much cookware with SilverStone.

In a single year, Regal uses over 33 million square feet of SilverStone. Which is equivalent to a one inch strip going around the earth's equator three times.

Over half of the cookware sold today is coated with a non-stick. And Regal offers you 79 products with SilverStone interiors to help you get your share of the volume.

See why Regal's outshipping everyone by visiting the Regal Booth at the Housewares Show. You'll find us at M505-M511 & M606-M612.

HOUSEWARES

(Continued from page 37)

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	443 Selfix portable shower spary	3,036	6.93	21,039.48
2	1107 Grayline lrg shower caddy, white	3,540	3.91	13,841.40
3	2110 Selfix twin hook, 2-pack	10,764	1.20	12,916.80
4	C441 Selfix shmpoo spray	6,840	1.58	10,807.20
5	38110 Ekco 18" towel bar, chrome	5,304	1.74	9,228.96
6	38890 Ekco toilet tissue holder, chrome	5,184	1.65	8,553.60
7	2274 Selfix 24" towel bar, plastic	4,908	1.60	7,852.80
8	W64 Hanson scale, Princess, white	1,064	7.10	7,554.40
9	2273 Selfix 18" towel bar, plastic	4,992	1.46	7,288.32
10	1101 Grayline shower caddy, white	2,976	2.41	7,172.16
11	38120 Ekco 12" towel bar, chrome	4,296	1.58	6,787.68
12	38160 Ekco 24" twin towel bar, chrome	2,256	2.95	6,655.20
13	W64 Hanson scale, princess, gold	932	7.08	6,598.56
14	2272 Selfix 12" towel bar, plastic	4,836	1.36	6,576.96

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894 32-gal Refuse cntnr, Roughneck	3,846	17.43	67,035.78
2	2882 20-gal Refuse cntnr, avocado	4,242	10.60	44,965.20
3	2865 Ice cube tray, blue	39,936	0.59	23,562.24
4	1610 Calico shelf liner	3,910	5.38	21,035.80
5	2850 Covered wastebasket, chocolate	3,294	6.20	20,422.80
6	2850 Covered wastebasket, gold	2,754	6.12	16,854.48
7	2965 10¾"-hi Rect laundry bskt, chocolate	3,594	4.12	14,807.28
8	6032 Delux dish drainer, chocolate	2,904	4.73	13,735.92
9	0450 Bath mat, white	6,348	2.16	13,711.68
10	2965 10¾"-hi Rect lndry bskt, almnd	3,096	4.38	13,560.48
11	1603 Shelf liner, white	11,076	1.19	13,180.44
12	1904 Spatula	19,440	0.67	13,024.80

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	F-330 French White Collection	1,023	26.35	26,956.05
2	P-158 Grab-It set	1,701	15.33	26,076.33
3	P-1420-8 Large Counter Saver, Spice	1,416	18.27	25,870.32
4	P-1420 Medium Counter-Saver, Cornflower	933	17.51	16,336.83
5	P140 Sidekick	2,481	6.54	16,225.74
6	P1420-7 Counter saver, wildflower	783	18.41	14,415.03
7	A-300 Kitchen Starter set, Cornflower	1,021	12.95	13,221.95
8	F-2 CV 2½-qt cov oval cssrl, French white	802	16.04	12,864.08

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2330 3-qt Oblong bake dish w/basket	2,079	11.03	22,931.37
2	233 3-qt Oblong bake dish	4,020	4.44	17,848.80
3	440-6 4-pc Bowl set w/handle, Woodland	1,388	11.77	16,336.76
4	440-49 4-pc Bowl w/handle set, Autumn Hrvst	1,386	11.38	15,772.68
5	480-49 3-pc Casserole st, Autumn Harvest	1,166	12.46	14,528.36
6	532 1-qt Measuring cup	4,212	2.81	11,835.72
7	508 1-cup Liquid measure	6,684	1.71	11,429.64
8	470-49 3-pc Bake n'serve, Autumn Hrvst	1,088	10.44	11,358.72

MICROWAVE COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	PM469-T1 Anchor Hocking bacon rack	8,508	4.76	40,498.08
2	MW2 Corning micro browning grill	1,435	20.13	28,886.55
3	PM444/TV Anchor Hocking baking set	4,824	4.62	22,286.88
4	PM481-T1 Anchor Hocking 1-qt versatility pn	4,714	4.62	21,778.68
5	PM447-T1 Anchor Hocking muffin pan	4,188	4.65	19,474.20

PMA®

PRODUCT MOVEMENT AUDIT

Buyers to Seek

(Continued from page 37)

ceived extensive promotional support throughout last year. But, the polished metals, in sets and open stock, dominate by far in cookware.

This year buyers will make an effort to create more sales volume in higher-priced, heavier-weight cookware. Many will also increase their offerings in open stock cookware, particularly the important 8-, 10- and 12-in. saute pans. This move will be made to bring open stock vs. set sales in line with the national sales figures. These figures, according to Dupont's cookware study, show that 72% of all cookware sales are in open stock items against 28% in sets for the first half of 1981.

In the bakeware segment of cookware, Ecko's Baker's Secret line continues to be the flagship assortment.

Activity in the plastics category centers around various sizes of Fesco and Lustro-Ware cans. But, it is interesting to note the rise in sales of Lustro-Ware's trash can in the aluminum color. Placing fifth on the movement audit, the aluminum color in a plastic can is the manufacturer's effort to appeal to the galvanized metal can customer. The number of units sold last year reflects that the effort is succeeding.

Topping the growing microwave cookware category is Anchor Hocking's bacon rack. This item is the leader in dollar and unit terms. In second place is Corning's browning grill, but all of Corning's microwave browning items have been selling in quantity.

This year the microwave category should bring a substantial chunk of additional business to the cookware area. Many discounters will establish gondola sections slated for the microwave merchandise.

ALCO's Biz Gain Outdoes Net Rise

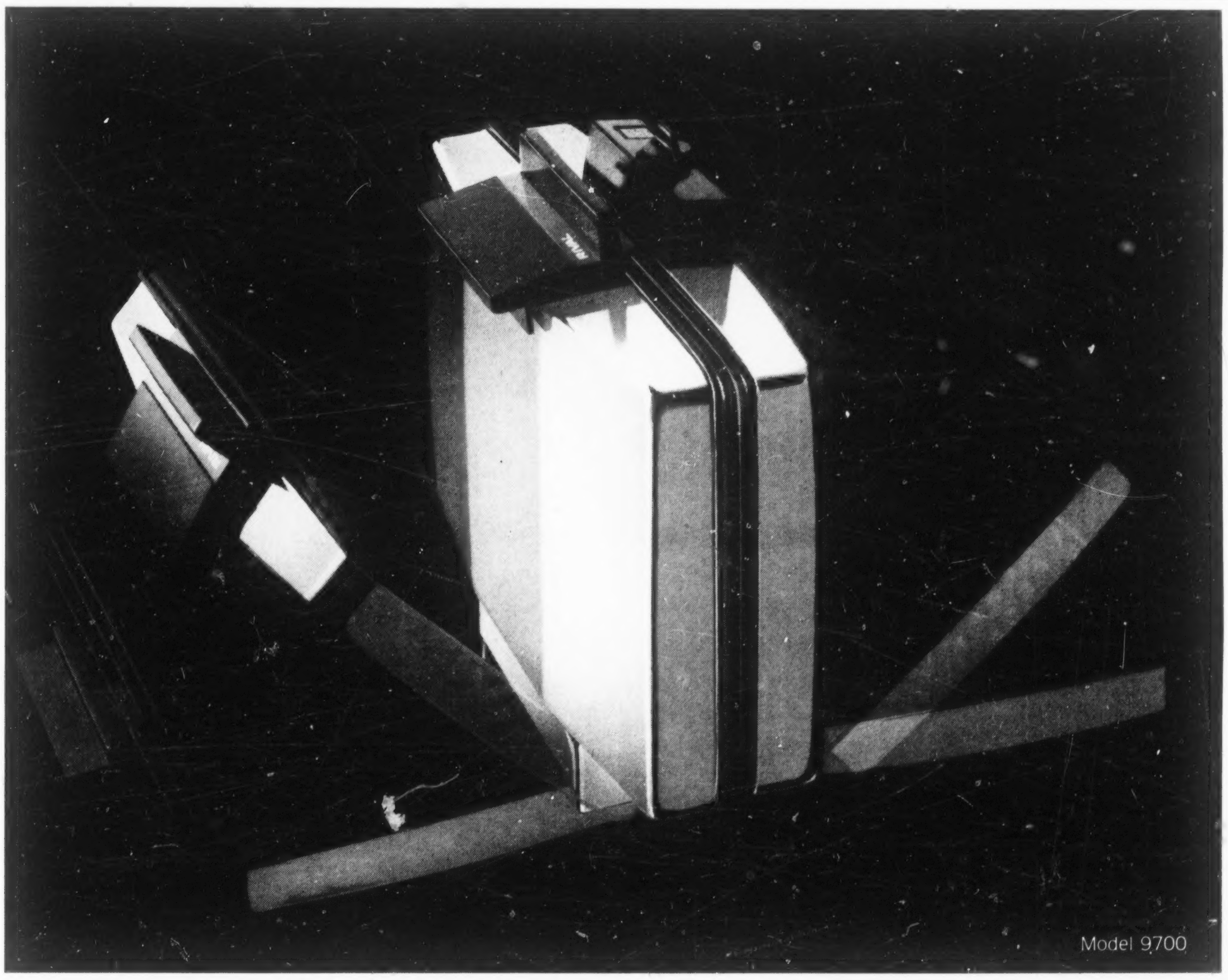
ABILENE, Kan.—Sales of Duckwall-ALCO Stores for the nine months ended Oct. 25 were up 14.9%, to $133,416,165, from $116,147,209 in the corresponding period in 1980.

Net income rose 1.9%, to $1,552,696 from $1,523,000.

The company's third-quarter sales increased 15.9%, to $46,095,811 from $39,785,314, but net income was down 1.3%, to $405,708 from $411,000.

Robert R. Soelter, president, said the third-quarter drop in net income was the result of unusual increases in expense items such as interest rates, supplies, rents and fixture rentals.

Soelter also said that the adoption of the LIFO inventory valuation method reduced 1981 nine-month earnings by $340,282 and 1980 nine-month earnings by $249,304.



Stands out. Stands up. Saves space.

Rival's new Waffler/Grill is a stand-out in a space-conscious age.

It stands up for storage and takes less space than a toaster—just 4½" by 10½."

And its sophisticated dome design makes it a stand-out on the selling shelf.

It's a waffle baker that turns out two 5 x 6" waffles without sticking. It's also a grill for sandwiches and it opens to a full 120 square-inch griddle for pancakes or eggs and ham.

It's just the right size, with just the right features, and a brand-new entry in a time-proven basic small appliance category. So stock the stand-out that stands up and saves space.

Model 9705 Pizzelle and Waffle Maker
This model makes two 5" Italian pizzelles in 90 seconds. These old world wafer cookies can be shaped into cones, too, for cream fillings. And it's fun and easy to bake cannoli, krumkake and tortillas. Reverse the grid and you have a waffle baker.

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HOUSEWARES SHOW

PMA

PRODUCT MOVEMENT AUDIT

Most Producers To Offer Strong Promo Setups

By Jerry Falk
Executive Vice President,
Bacar Inc., Distributors

The retail business in California for the pre-Christmas selling period was relatively strong. This reflects the fact that the area has suffered less than most parts of the country from the recession. The state's electronics industry and agricultural products are keeping employment fairly high.

However, discounters have been playing it very cautiously. As a result, there has been a great deal of last-minute buying.

New merchandise will not be abundant at the housewares show. Instead, manufacturers will be relying heavily on variations of current lines.

Obviously, the first half of 1982 is going to be a tough one for everyone, and the most important way for retailers to

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Federated Ups Charity Contribution

CINCINNATI—Federated Department Stores has instituted a new revised charitable contributions plan for matching company employees' contributions to organizations and institutions.

The plan extends Federated's previous plan which provided $3.35 million in charitable contributions during 1981, and is part of a plan to double the corporation's commitment as a percentage of pretax earnings by 1985.

Under the new program, each employee is entitled to matching funds of up to $4,000 per year for institutions of higher learning; $500 for state-accredited public, private or parochial secondary schools, and $500 to civic and cultural groups.

Previously, a $2,000 limit existed on contributions to colleges and universities. The new plan also removes a limit on how much any single institution can receive.

The program will be administered by Federated's 20 divisions, which will identify which civic and cultural groups are eligible for matching funds based on the Internal Revenue Service guidelines for tax deductible contributions.

HOUSEWARES

These housewares figures for Jan. 1 through Nov. 13, 1981, supplied by Bacar, distributors, San Jose, Calif., cover 1,300 stores, including 200 discount department stores. Average retail prices listed reflect typical price points for discount store clients.

TABLETOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2020-16 Expressions 20-pc set, Strawberry	1,413	66.59	94,091.67
2	2020-7 Expressions, 20-pc set, Wildflower	1,394	66.59	92,826.46
3	3216-32 Dimensions lv 16-pc set, Cinnamon	2,096	39.59	82,980.64
4	2020-12 Expressions 20-pc set, Indian Summer	1,200	66.59	79,908.00
5	20-4 Corelle, 20-pc set, gold	1,894	40.49	76,688.06
6	A-500-8N Corning Chef Master set, Spice	899	75.59	67,955.41
7	2020-13 Expressions 20-pc set, Meadow	883	66.59	58,798.97
8	20 Corelle 20-pc set, white	1,445	37.79	54,606.55
9	3216-33 Dimensions Tv 16-pc set, Almond	1,344	39.59	53,208.96
10	20-6 Corelle 20-pc set, Woodland	1,297	40.49	52,515.53
11	3216-31 Dimensions lv 16-pc set, Citrus	1,205	39.59	47,705.95
12	16-4 Corelle 16-pc set, gold	1,225	32.39	39,677.75

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2417-26 Jeanette punch bowl set, 26-pc	3,492	12.60	43,999.[illegible]
2	515 Libbey, 6½-oz tall wine, Citation	6,214	6.48	40,266.72
3	17506 Wheaton 1-gal Sun tea jar w/lid	8,412	4.14	34,825.68
4	771 Libbey 7-oz margarita glass	14,878	2.07	30,797.46
5	519 Libbey 10-oz goblet, Citation	4,116	6.48	26,671.68
6	682 Libbey 11-oz white wine, Citation	3,618	6.48	23,444.64
7	516 Libbey 6½-oz red wine, Citation	3,412	6.48	22,109.76
8	473 Libbey 24-pc country squire set	729	29.25	21,323.25
9	490 Libbey 8-oz wine, Vin Connoisseur, 8-pc	1,633	13.05	21,310.65
10	904 Libbey Chivalry Beverage 4-pk	4,165	4.77	19,867.05
11	515 Libbey 6½-oz tall wine, Citation	2,987	6.48	19,355.76
12	905 Libbey Chivalry cooler, 4-pk	3,616	5.13	18,550.08

COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	26030 Wear-Ever prf SilverStone 10" ch fry pan	10,229	10.34	105,767.86
2	707 Gen. House Granitware 21-qt canner	5,274	19.35	102,051.90
3	37056 T-Fal 10" skillet, rouge	9,355	9.88	92,427.40
4	2701 Revere 2 ⅓-qt whst tea ktl cop-btm	4,451	17.55	78,115.05
5	3501 Revere 3½-qt tea kettle, cop-btm	3,136	23.40	73,382.40
6	0509B15 Gen House roaster, 15-lb bird	4,799	12.83	61,571.17
7	2252-2 Revere 2-qt tea kettle, cop-btm	1,999	27.90	55,772.10
8	1121 Revere 6-cup tea kettel, cop-btm	3,505	15.75	55,203.75
9	26028 Wear-Ever Pref SilverStone 8" chf fry pn	6,690	8.09	54,122.10
10	64330 Ekco B/S 9x13 oblong cake pan	13,762	3.41	46,928.42
11	C-7966 Comet 16-qt cov'd sauce pot	3,151	14.54	45,815.54
12	W-3270 Regal 10" skillet, SilverStone	4,547	9.88	44,924,36

BATH SHOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1107 Grayline large shower caddy	7,707	5.12	39,459.84
2	1101 Grayline shower caddy	11,310	3.14	35,513.40
3	210C Kellogg bowl brush, plastic	13,331	0.98	13,064.38
4	C-441 Selfix shampoo spray	6,020	2.06	12,401.20
5	443 Selfix portable wall/hand shower	1,285	9.62	12,361.70
6	3300PM Borg scale square, brown	754	16.19	12,207.26
7	3300PM Borg scale square, white	709	16.19	11,478.71
8	3300PM Borg scale square, gold	637	16.19	10,313.03
9	2525LM Borg scale, Feminique, almond brown	374	25.19	9,421.06
10	09-3644 Empire super bowl brush	6,816	1.34	9,133.44
11	2525LM Borg scale oval, brown	357	25.19	8,992.83

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PRODUCT MOVEMENT AUDIT

Most Producers

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maintain their business is to constantly promote. There was heavy emphasis on housewares as a promotable category all last year, and this trend is expected to continue.

Nevertheless, there won't be an extensive array of close-out merchandise at the housewares show since manufacturers have not been building inventory. But, virtually all manufacturers will be offering discounters strong promotional programs. From these programs, retailers will be able to pick their spots and offer excellent prices and values to customers throughout the first and second quarters of the year.

A trend for discounters on the West Coast to watch is the development of increased interest in housewares by both the drug and supermarket chains. Both categories of retailers have found housewares to be strong in basic items, and they are out there finding good, promotable merchandise. They are giving increased space to the housewares selections.

New Strategy

More of the drug and supermarket chains have discovered that a way to achieve increased volume in housewares is to set up category merchandise presentations. This change means that customers won't see a hodgepodge of housewares but rather a clean gadget section, cookware section, glassware section, etc. In other words, the drug and supermarket chains are now departmentalizing housewares just as do the discount stores.

In terms of new housewares merchandise for 1982, Rubbermaid has introduced items of interest. It has developed new types of scrubbers which could be a factor in this area. The manufacturer has also come up with a new sink caddy, cutlery tray, step stool and a carry caddy. Backed by the kind of promotion Rubbermaid gives, these could become important items.

Rubbermaid also introduced two new colors—a dark almond and a seafoam green—which could replace slower-moving

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Nichols' Nov. Biz Goes Ahead 13%

NEW YORK—S. E. Nichols reported that November 1981 sales increased 13% over November 1980 sales.

The company also reported that in the third quarter ended Oct. 31, 1981, sales were $63,813,291, an increase of 10.4% over the $57,764,537 in the comparable period of 1980.

Sales for the nine months ended Oct. 31, 1981, were $169,900,606, an increase of 5.2% over the $161,481,747 reported for the nine months ended Oct. 31, 1980.

HOUSEWARES

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GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	407-H21 Swing-A-Way hnd cn opnr, harvest	11,043	3.77	41,632.11
2	407-C21 Swing-A-Way hnd cn opnr, chocolate	10,085	3.77	38,020.45
3	280 Foley coated jar lifter	9,971	3.58	35,696.18
4	106AC Range Kleen 8" reflector pan, GE	18,504	1.80	33.307.20
5	107-21 Swing-A-Way junior hand can opener	15,216	2.15	32,714.40
6	105AC Range Kleen 6" reflector pan, GE	22,332	1.35	30,148.20
7	1800 E-Z Foil electric burner bibs	13,785	2.06	28,397.10
8	2428-01 Lux timer single ding, white	3,913	6.97	27,273.61
9	1150HA Alum filter fry crisp filter	7,541	3.58	26,996.78
10	102AC Range Kleen 8" ref pan sur element	8,652	2.92	25,263.84
11	1014U O K wood util board 10"x14"x¾"	4,374	5.75	25,150.50
12	3100 American Family diet scale	4,652	5.38	25,027.76
13	55-91 Trend steamer basket, 4-qt	3,701	6.75	24,981.75

PLASTICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	332 Tucker 30-gal garbage can	5,438	11.69	63,570.22
2	156 Republic 1-qt uprite Freezette set	12,110	2.96	35,845.60
3	154 Republic 1-pt uprite Freezette set	10,962	2.96	32,447.52
4	155 Republic 1½-pt uprite Freezette set	8,521	2.96	25,222.16
5	3140 Tucker 30-oz tumbler w/dispenser	35,284	0.62	21,876.08
6	BS-21N Lustro covd 4-pc bowl set, lime	4,416	4.40	19,430.40
7	153 Freezette uprite set, ¾-pt	6,221	2.96	18,414.60
8	8817 Frigidaire ice cube tray	9,048	1.97	17,824.56
9	60061 Cadence Stemtrack, clear acrylic	2,616	5.85	15,303.60
10	109 Arrow 16-oz tumbler, Rainbow	23,610	0.62	14,638.20
11	5504 Republic 1-gal Freezette refrig bttle	5,389	2.69	14,496.41
12	187 Republic ½-gal Freezette decanter	5,965	2.42	14,435.30
13	2757 Eagle juice decanter	7,911	1.79	14,160.69

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2894-C 32-gal Roughneck can	3,158	23.35	73.739.30
2	2894-A 32-gal Roughneck can, avocado	2,433	23.35	56,810.55
3	2894-60C 32-gal Roughneck can, choc	1,940	23.35	45,299.00
4	2965-60C Rect laundry basket, choc	8,694	5.21	45,295.74
5	2979-C 30-gal Roughneck rect can	1,932	23.35	45,112.20
6	2865-B Ice cube tray, single pak	50,061	0.88	44,053.68
7	2309-AL 12" Slide-out drawer, almond	4,409	8.95	39,460.55
8	2311-AL 16" Slide-out drawer, almond	3,772	9.85	37,154.20
9	2965-60A Rect laundry basket, almond	6,672	5.21	34,761.12
10	2894-60A 32-gal Roughneck can, avocado	1,475	23.35	34,441.25
11	2845-C 15"-high Wastebasket, choc	7,986	4.31	34,419.66
12	2979-A 30-gal Roughneck rect can, avocado	1,470	23.35	34,324.50
13	2937-AL Twin turntable, almond	8,162	3.86	31,505.32

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	F-330-S French white 3-pc set	1,787	26.38	47,141.06
2	A-500-7N Chef Master set wildflower	593	75.59	44,824.87
3	F-330 3-pc French white set	1,202	35.99	43,259.98
4	F-2 2½-qt French white Oval casser	2,456	17.54	43,078.24
5	A-500-7N Chef Master set wildflower	557	75.59	42,103.63
6	F-1 2½-qt round casserole/lid, white	2,137	17.54	37,482.98
7	F-3 10" pie/quiche, white	3,236	10.61	34,333.96
8	A-300-8 Starter set, Spice	749	44.99	33,697.51
9	A-500-8N Chef Master set, Spice	426	75.59	32,201.34
10	P-1420 Counter saver, lg white	1,398	22.49	31,441.02
11	A-300-7 Kitchen starter set, W F	623	44.99	28,028.77
12	P839-S Duette set, 4-pc	2,132	12.59	26,841.88

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HOUSEWARES

(Continued from page 48)

CLEANING & CHEMICALS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	900 National Corn broom, economy	15,175	4.04	61,307.00
2	1185 Roll-o-Matic sponge mop	4,677	10.97	51,306.69
3	045 Quickie automatic sponge mop	3,835	6.74	25,847.90
4	4001 Kellogg Capt Hock angle broom	6,444	3.86	24,873.84
5	90200 Gem deluxe sponge mop, w/scrub	2,886	7.64	22,049.04
6	915 National corn broom, thrifty	3,858	5.57	21,489.06
7	19-645 Ballanoff copper dustpan	14,021	1.52	21,311.92
8	1022 National corn broom, 100% corn	2,580	7.82	20,175.60
9	1150 National corn broom janitor	2,268	8.72	19,776.96
10	90701 Gem plastic sponge mop	4,195	4.67	19,590.65
11	23200 Gem rayon wetmop w/scrub	4,492	4.22	18,956.24
12	00272 O-Cedar angler broom	2,832	6.65	18,832.80

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	233 3-qt Oblong bake dish	12,415	5.39	66,916.85
2	234 4-qt Oblong bake dish	7,878	7.55	59,478.90
3	3520-S 2-liter Juice jug	11,234	4.49	50,440.66
4	2330 3-qt Bake dish w/basket	2,620	14.84	38,880.80
5	233-F 3-qt Utility dish Fireside	6,683	5.30	35,419.90
6	440-49S 4-pc Bowl w/lip set, Autumn Harvest	2,776	12.59	34,949.84
7	516 1-pt Liquid measure	13,083	2.60	34,015.80
8	440-49 4-pc Bowl w/lip set, Autumn Harvest	2,058	16.46	33,874.68
9	480-49 3-pc Casserole set, Autumn Harvest	1,935	17.36	33,591.60
10	6245-F 2-qt Casserole, Fireside Originals	2,063	16.01	33,028.63
11	2325-F 2-qt Oblong bake dish, Fireside Originals	2,019	16.01	32,324.19
12	232 2-qt Oblong bake dish	6,558	4.85	31,806.30

MICROWAVE COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	62304 Nordic Micro-go-round	3,696	47.69	176,262.24
2	63204 Nordic Micro bacon/meat rack	10,716	8.09	82,323.84
3	MW-2 Corning micro browning grill	2,215	26.09	57,789.35
4	PMY69T1 Anchor Hocking microwave bacon rack	7,015	6.53	45,807.95
5	61104 Nordic Micro bundt	5,754	7.64	43,960.56
6	MW-360 Corning microwave set	821	44.99	36,936.79
7	P-190 Corning Grab-a-Snack set	2,610	11.69	30,510.90
8	MW-12 Corning 12" pizza crisper	1,139	25.19	28,691.41
9	P140-BPS Corning sidekick	9,678	2.92	28,259.76
10	P-14 Corning 14-oz cov'd casserole, white	3,483	7.82	27,237.06

Clover Parent's Net Dips in Qtr.

PHILADELPHIA—Strawbridge & Clothier saw 1981 third-quarter net earnings decline by 12.7% from $2,109,159 in the 1980 quarter to $1,841,411.

Company officials blamed pressured gross margins, rising operating expenses and heavy interest charges, although sales advanced 10.6% from $89,838,569 to $99,334,284.

For the 39 weeks, earnings were off 0.3%, from $3,522,477 to $3,511,325, as sales moved ahead 9.6%, from $252,249,997 to $276,494,262.

The Clover division results continued to reflect strong sales of the two new units in Warrington and Cheltenham.

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PRODUCT MOVEMENT AUDIT

Most Producers

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colors such as burnt orange.

An area of growth to watch, one which would not show up on the product Movement Audit due to the volume dominance of basic cookware lines, is copper cookware. Copperware is showing excellent growth with all retail segments. Discounters, the drug chains and supermarkets are picking up on copper items.

By far the fastest growing category in the entire housewares section is microwave cookware. The growth of this category will continue since many microwave ovens were sold during the past Christmas season. Also, the many microwave cooking schools and classes in California are teaching owners of the ovens how to get more use out of their appliance. This is creating a demand for a wide variety of microwave cookware.

The overwhelming No. 1 item in the microwave cookware category is the Nordic Micro-Go-Round. Constant promotion and advertising have, of course, contributed to the tremendous sales of the item. But, it also has received widespread acceptance from customers and sells both as a basic and gift item.

More Winners

Corning's microwave items also dominate on the listing with its browning grill and microwave set among the top sellers. Anchor Hocking's microwave bacon rack takes the No. 4 spot on the list and has been a consistent strong seller.

In the tabletop category, Corning's 20-piece Expressions sets continue to dominate on the West Coast where these higher-ticket sets have virtually replaced the Corelle 16-piece sets.

The dominant patterns in Expressions have been Strawberry and Wildflower. In Corelle, the top color is gold.

For the first time in a long while, a punch bowl set tops the list in the glassware category. The sales volume of this Jeanette 26-piece set is possibly an indication of the still growing entertaining-at-home phenomenon.

In third place, the Wheaton Sun Tea Jar sales continue to prove that it is not just a passing fad

In the beverageware area, crystal and solid colors appear to be growing at the expense of patterned and decorated glassware. A continuation of this trend is expected.

Sterling Sales Up

LITTLE ROCK, Ark.—Sterling Stores, parent company of Magic Mart, reported nine-month net sales increased 8.4% to $89,728,000, from $82,780,000 for the comparable period a year ago.

Net sales for the third quarter, which ended Oct. 31, 1981, were $30,066,000, up 4.5% from $28,774,000.

HOUSEWARES SHOW

PMA®

PRODUCT MOVEMENT AUDIT

Buyers to Seek Shortest Lead Order Time

By Harold Rubin
President,
HalMar Inc., Distributors

A late but strong surge in housewares business prompted many discounters in the New England area to revise their planned budgets upward for the category. The late Christmas shopping left inventories relatively clean and with gaps in several areas of the retailers' housewares inventory. With a promotional first quarter, retailers were anxious to fill the gaps on the shelves prior to their January inventory period.

Although housewares budgets are being increased, and additional space is being given to several classifications, retailers will maintain a tight hold on their inventory investments due to the high cost of money. As a result they will be turning increasingly to the manufacturers and distributors who can accommodate them with the shortest lead time required for ordering merchandise.

Despite a nationwide depressed economy, the New England area hasn't been as hard hit as other sections of the country dependent on heavy manufacturing, the auto and steel industries. Discounters in New England will continue to add traded-up price points and

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Woolworth Has Break-Even Qtr.

NEW YORK—F. W. Woolworth Co. reported net income for the third quarter ended Oct. 31 was break-even, declining from $25 million in the corresponding quarter of 1980. For the nine months, net income was $9 million, compared to $52 million for the same period in 1980.

Currency translation losses reduced the 1981 third-quarter profits by $4 million, while translation gains added $2 million in the quarter a year ago. Consolidated companies incurred a net loss of $3 million for the quarter, compared to income of $18 million in the 1980 period.

Sales of consolidated companies in the quarter were flat, declining 0.5%, to $1.76 billion from $1.77 billion in 1980. Domestic sales rose 4.5% in the quarter, while foreign sales declined 9.8%.

For the nine months, sales rose 1.9%, to $5.04 billion from $4.95 billion. Domestic sales for the period rose 6.4% while foreign sales declined 7.1%.

HOUSEWARES

These housewares figures, for Jan. 1 through Nov. 11, 1981, supplied by HalMar Distributors, Holyoke, Mass., cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

TABLE TOP

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	16-1 Corelle 16-pc set, green	18,541	31.49	583,856.09
2	16-6 Corelle 16-pc set, woodland	16,786	31.49	528,591.14
3	16-4 Corelle 16-pc set, gold	15,128	31.49	476,380.72
4	2020-12 Expressions, 20-pc set, Indian Summer	5,042	63.89	322,133.38
5	2020-7 Expressions, 20-pc set, Wildflower	4,759	63.89	304,052.51
6	2020-13 Expressions 20-pc set, Meadow	3,956	63.89	252,748.84
7	2020-16 Expressions, 20-pc set, Strawberry	3,850	63.89	245,976.50
8	16-5 Corelle 16-pc set, blue	7,279	31.49	229,215.71
9	3216-32 Dimension Iv 16-pc set, Cinnamon	5,924	38.69	229,199.56
10	115 Pyrex Hurricandle	17,946	8.09	145,183.14
11	16N Corelle 16-pc set, white	4,233	29.69	125,677.77
12	3216-31 Dimension Iv 16-pc set, Citrus	3,131	38.69	121,138.39

GLASSWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	N3600 Anchor Hocking 24-pc set, Newport gold	4,377	12.59	55,106.43
2	3600 Anchor Hocking 40-pc set, Entertainers	2,021	26.09	52,727.89
3	Y4200 Anchor Hocking 24-pc set, Sherwood Brown	4,075	12.14	49,470.50
4	3600 Anchor Hocking 24-pc set, Newport Crystal	3,716	12.59	46,784.44
5	4200 Anchor Hocking 24-pc set, Sherwood Crystal	3,771	12.14	45,779.94
6	39 Anchor Hocking Snoopy Bank	21,034	1.70	35,757.80
7	2140 Libbey 12-oz bev, Oriental, 8-pc	2,903	9.89	28,710.67
8	159 Libbey 12½-oz bev, Berkshire, 8-pc	2,568	10.52	27,015.36
9	700 Anchor Hocking 11-pc Table Service, Precut	2,069	12.59	26,048.71
10	700 Anchor Hocking 7-pc Table Service, Precut	2,568	9.89	25,397.52
11	2000/121 Anchor Hocking 16-pc set, Bamboo	1,507	15.29	23,042.03

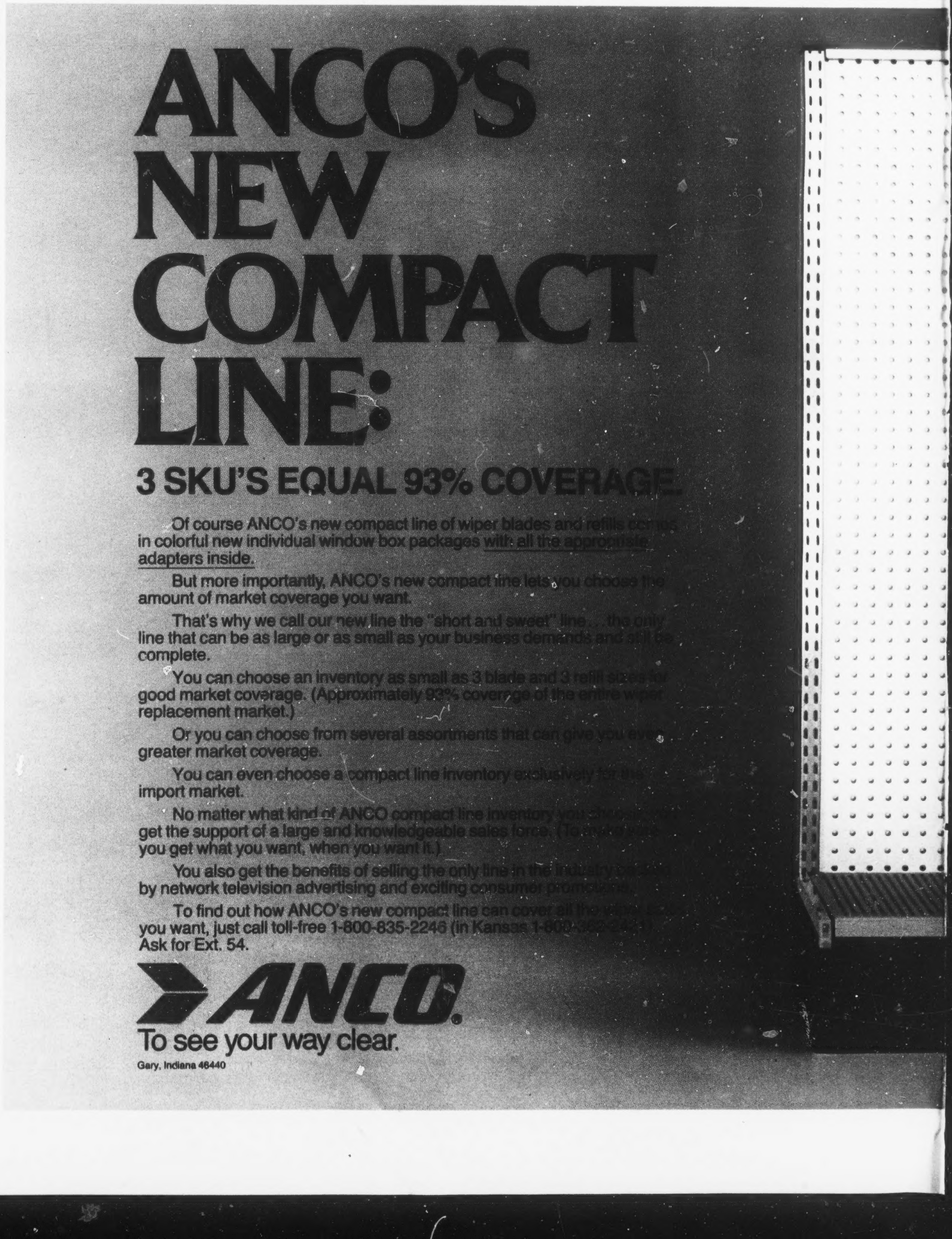
BAKEWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	MY33BP Ekco 13" Oblong ck pn, Baker's Secret	19,208	3.41	65,499.28
2	MY11BP Ekco 17¼" Cookie sht, Baker's Secret	13,820	3.86	53,345.20
3	M120BP Ekco 12-cup Muffin pan, Baker's Secret	11,214	4.13	46,313.82
4	MY10BP Ekco 15¼" Cookie sheet, Baker's Secret	12,356	3.41	42,133.96
5	MY26BP Ekco 14½" Roast pan, Baker's Secret	7,987	4.67	37,299.29
6	MY47BP Ekco 9¼" Loaf pan, Baker's Secret	10,212	3.05	31,146.60
7	R411 Ekco 17¼" Cookie sheet	12,004	2.42	29,049.68
8	M160BP Ekco Pizza pan, Baker's Secret	8,187	3.41	27,917.67
9	MY08BP Ekco 13¼" Cookie sht, Baker's Secret	9,404	2.69	25,296.76
10	RY33 Ekco 13" Roasting pan, Baker's Secret	10,809	2.06	22,266.54
11	M60BP Ekco 6-cup Muffin pan, Baker's Secret	6,221	3.41	21,213.61

CORNING

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	F330 3-pc French white set	3,420	38.69	132,319.80
2	P140 Sidekick	14,184	8.09	114,748.56
3	P839 Du-ette set, Cornflower	7,804	14.39	112,299.56
4	P14 Casser-ette	12,863	7.55	97,115.65
5	P185 Snack-It set	5,128	10.97	56,254.16
6	P100 Menu-ette set, Cornflower	2,704	19.79	53,512.16
7	F2 2½-qt Oval casserole French white	2,965	16.64	49,337.60
8	P150 Grab-it set	4,068	10.61	43,161.48
9	N350 Rangetopper 6-pc set, crnflwr	656	62.09	40,731.04
10	P839-8 Du-ette set, Spice	2,229	17.99	40,099.71
11	N350-8 Rangetopper 6-pc set, Spice	566	69.29	39,218.14

(Continued on page 53)



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No matter what kind of ANCO compact line inventory you [illegible] get the support of a large and knowledgeable sales force. (To make sure you get what you want, when you want it.)

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To find out how ANCO's new compact line can cover all the [illegible] you want, just call toll-free 1-800-835-2246 (in Kansas 1-800-362-2421). Ask for Ext. 54.

ANCO®
To see your way clear.
Gary, Indiana 46440

HOUSEWARES SHOW

HOUSEWARES

(Continued from page 52)

PYREX

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	233 3-qt Oblong bake dish	14,764	5.21	76,920.44
2	2320F 2-qt Bake dish w/basket, Fireside	7,632	8.99	68,611.68
3	2330 3-qt Bake dish w/basket	4,453	14.39	64,078.67
4	6230F 1½-qt Casserole w/basket, Fireside	6,283	8.09	50,829.47
5	209FA 9" Pie plate w/cover, Fireside	5,288	8.09	42,779.92
6	2220F 8" Cake dish w/basket, Fireside	5,221	8.09	42,237.89
7	6840 2-qt Casserole w/basket	2,871	14.39	41,313.69
8	2325F 2-qt Oblong bake dish, Fireside	2,670	15.47	41,304.69
9	6245F 2-qt Casserole, Fireside	2,636	15.47	40,778.92
10	508 1-cup Liquid measure	18,775	2.06	38,676.50
11	470-6 Bake, Serve & Store set, Woodland	2,659	14.21	37,784.39
12	516 1-pt Liquid measure	14,331	2.51	35,970.81

MICROWAVE COOKWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	MW2 Corning microwave grill	2,358	24.74	58,336.92
2	MW-360 Corning microwave set	884	44.10	38,984.40
3	MWA10 Corning Cov Browning skillet	1,293	23.40	30,256.20
4	MR1 Corning Micro Rack	3,361	9.00	30,249.00
5	PM469/T1 Anchor Hocking bacon rack	3,741	6.83	25,551.03
6	M-10 Corning micro cooking w/rack	1,237	18.00	22,266.00
7	M1438 Anchor Hocking bacon rack	2,346	6.83	16,023.18
8	PM447 Anchor Hocking muffin tin	1,879	7.19	13,510.01
9	PM479 Anchor Hocking roast rack	1,920	6.83	13,113.60
10	PM444 Anchor Hocking cookie sheet	1,897	6.83	12,956.50
11	M1431 Anchor Hocking 2-qt utility, amber	2,082	6.20	12,908.40
12	PM481 Anchor Hocking versatility	1,696	6.83	11,583.68

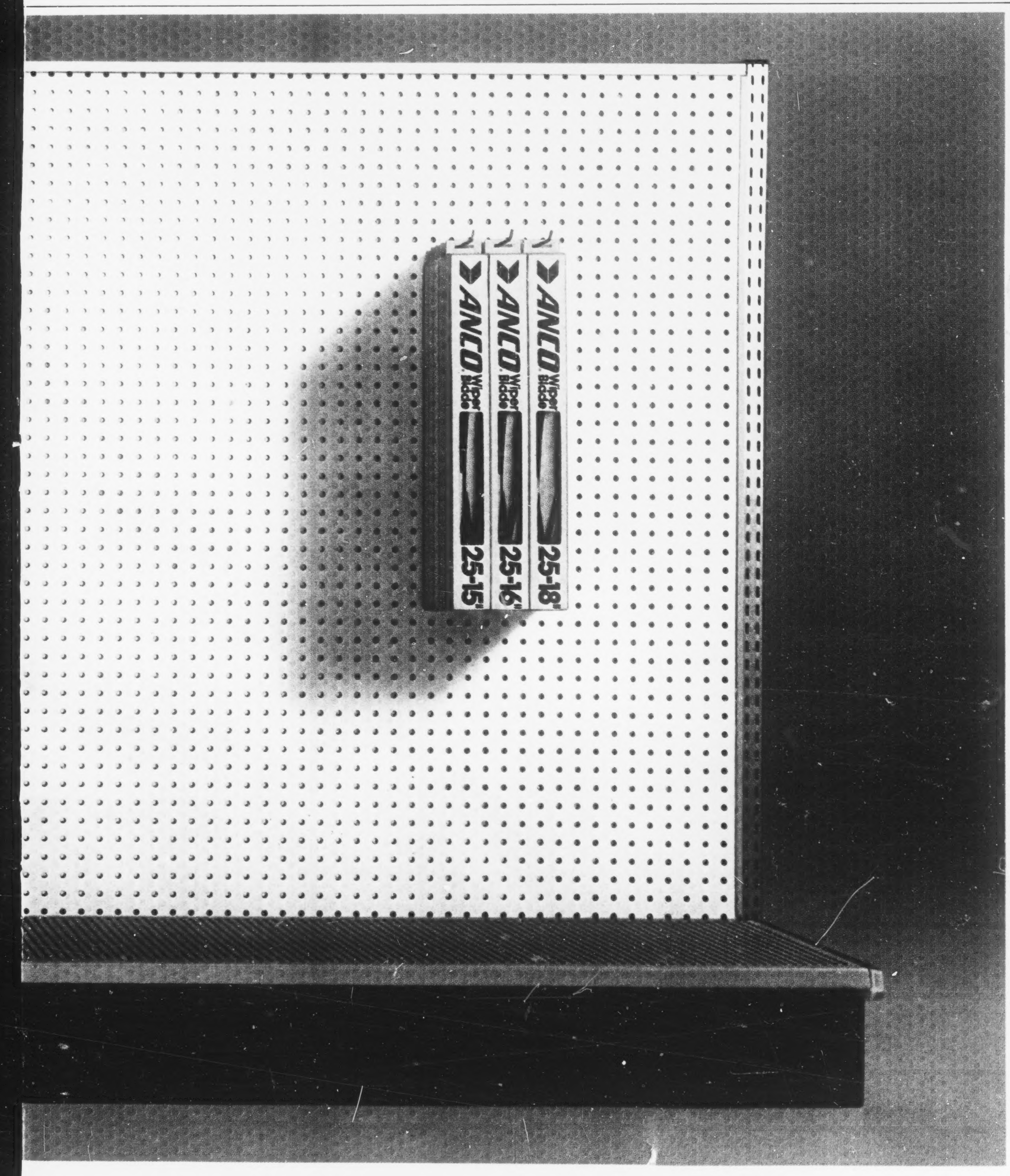
GADGETS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2903-UC Rhodes timer, White	7,068	7.64	53,999.52
2	407-21 Swing-A-Way Portable Hnd can Opener	12,330	4.22	52,032.60
3	29035-UC Rhodes Timer gold	4,339	7.64	33,149.96
4	884K Ekco 3-Way can Opener	20,295	1.52	30,848.40
5	885 Ekco can Opener w/bottle Opener	32,332	0.89	28,775.48
6	1336 Ekco 2⅛" barrel rolling Pin	5,748	3.95	22,704.60
7	3K Ekco peeler	33,200	0.62	20,584.00
8	C876A Ekco can Opener, plastic handle	9,180	2.24	20,563.20
9	10189 Foley 2-qt food mill	1,958	9.89	19,364.62
10	9501 Cornware 3-pc wood spoon set	15,694	1.16	18,205.40

RUBBERMAID

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2965 10¾"-high Rect Indry bskt, choc	9,167	5.21	47,760.07
2	2965 10¾"-high Rect Indry bskt, almnd	7,076	5.21	36,865.96
3	2864 24½"-high Fliptop wstbskt, choc	4,878	7.55	36,828.90
4	2965 10¾"-high Rect Indry bskt, gold	6,967	5.21	36,298.07
5	0450 Bath mat, white	11,878	2.96	35,158.88
6	2850 22"-high Covered wstbskt, choco	4,253	7.55	32,110.15
7	0450 Bath mat, chocolate	10,734	2.96	31,772.64
8	0450 Bath mat, blue	10,091	2.96	29,869.36
9	2951 11½"-dp Square dishpan, choco	10,324	2.87	29,629.88
10	6032 Delux dish drainer, choco	4,968	5.66	28,118.88
11	2965 10¾"-high Rect Indry bskt, yellow	5,287	5.21	27,545.27

(Continued on page 54)



PMA®

PRODUCT MOVEMENT AUDIT

Buyers to Seek

(Continued from page 52)

more fashion merchandise to their assortments.

Discounters are finding customers responding to the higher-priced cookware sets. The same holds true for glassware with retailers finding no price resistance to the higher-ticket, multipackaged sets. Corning's price reductions in the high-end Rangetoppers cookware line will also stimulate business in this group. And, discounters will continue to expand the closet and storage categories.

With selective focusing on higher-ticket merchandise, at the same time that discounters strengthen their price promotions on basic items, the chains can expect to see increased gross margin returns.

This Product Movement Audit for Jan. 1 through Nov. 11, 1981, shows the continuing domination of Corning's 16-piece Corelle sets with three such items taking the top ranking spots. The audit shows Corelle in green, woodland and gold ranking in that order. However, the demand for Corelle exceeded supply availability at times throughout the year; this had an impact on color rank.

The Corelle color line-up in terms of customer demand saw gold No. 1, followed by green, woodland and blue.

Indian Summer is the leading Expressions pattern, but Strawberry, which has been running in the No. 4 slot, is coming up as a stronger seller than in the past. In Dimension IV, the color expected to move up in rank is almond; and Corning's newest addition to this line, the color slate, should appeal to customers.

But, by far the biggest item in the tabletop category, one

(Continued on page 54)

Zayre Eyes Profit Jump

NEW YORK—Maurice Segall, president and ceo of Zayre Corp., said the firm expects a "meaningful" increase in the $18,000,000 earnings shown in 1980.

Speaking to The Retail Analysts here, Segall said that for the 39 weeks ended Oct. 31, 1981, the corporation posted a 15.8% increase in sales, from $1,063,356,000 to $1,231,719,000.

Concerning the Zayre discount chain, Segall targeted at least eight store openings for 1982: four in Boston and four in Atlanta. Segall said that in 1981 172 existing Zayres underwent a conversion program, with 24 more slated for 1982.

Segall also mentioned that over two-thirds of Zayre stores have had EOPS registers installed, and all now carry store administrative terminals. Segall said these have served to both tighten financial controls and speed communications.

HOUSEWARES SHOW

HOUSEWARES

(Continued from page 53)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CLEANING & CHEMICALS			
1	339 Johnson 14-oz Pledge, lemon	14,402	3.14	45,222.28
2	271 Texize 32-oz Fantastic refill	17,788	2.51	44,647.88
3	FC4101 3M 16-oz Scotch Guard	7,493	5.93	44,433.49
4	M-8 White Labs 160-oz x-14 mildew rmvr	10,632	3.14	33,384.48
5	327 Johnson 14-oz Wood Pledge	8,700	3.14	27,318.00
6	120 Drackett 26-oz Drano	7,212	3.50	25,242.00
7	A14 Scott 14-oz Liquid gold aerosol	5,602	4.31	24,144.62
8	334 Johnson 14-oz Pledge	7,610	3.14	23,895.40
9	084 Texize 32-oz Glass Plus w/pstl	10,480	2.15	22,532.00
10	156 Drackett 48-oz Vanish	8,951	2.51	22,467.01
11	293 Drackett 10-oz Endust	5,940	3.77	22,393.80
12	182 Johnson 27-oz Future	4,958	4.40	21,815.20
	BATH SHOP			
1	M100 Magnolia molded tlt st, white	6,031	9.44	56,932.64
2	N443 Selifx Portable shower spray	3,750	9.62	36,075.00
3	M3000A Magnolia padded tlt st, white	1,566	17.54	27,467.64
4	C441 Selfix shampoo spray	10,971	2.06	22,600.26
5	2110 Selifx twin hooks, 2-pk	16,818	1.34	22,536.12
6	M3000A Magnolia padded tlt st, black	1,147	17.54	20,118.38
7	C3811 Ekco 18" towel bar, chrome	8,360	2.24	18,726.40
8	M3000A Magnolia padded tlt st, brown	1,042	17.54	18,276.68
9	2208 Selfix toilet tissue holder	11,784	1.52	17,911.68
10	C3889 Ekco toilet tissue holder, chrome	7,376	2.15	15,858.40
11	C3817 Ekco 24" towel bar, chrome	5,832	2.60	15,163.20
12	M200 Magnolia hi-rise tlt st, white	1,005	14.39	14,461.95

Many discount chains report excellent customer response to higher-ticket cookware sets. This strong display in its Cleveland Heights, Ohio, unit indicates that Gold Circle is on that list. *(DSN photo)*

PRODUCT MOVEMENT AUDIT

Buyers to Seek

(Continued from page 53)

that wasn't introduced until the fall, was the Pyrex Hurricandle. This item took off the day it hit the discounters' shelves and became the No. 1 housewares item for many discounters during the holiday selling period.

The glassware audit shows seven multipackaged sets. This trend should accelerate during 1982 as discounters beef up their inventories in this type of packaged glassware.

Libbey's all-purpose wine from the Mr. Pro line appears on the audit for the first time. But, this basic stemware group will become a year-around seller for many chains and should continue to show on the audit.

Keeping Pace

Continuing as solid best-selling items are those in the Pyrex Fireside line. Customers have been responding to this group at regular everyday and promotional price points. For this year, Pyrex has expanded its Fireside offerings which include a basket.

The Party Server items, new in the Pyrex line last fall, also showed up in the Product Movement Audit for the first time.

Microwave cookware, a new product category for the audit, is expected to show exceptional sales gains during 1982, particularly during the first half of the year. Customers who received ovens will be shopping for the necessary related cookware. High on their list will be the browning grills and skillets, the bacon rack and turntables.

The No. 1 ranked items in microwave cookware in terms of units sold last year were Corning's Micro Rack and the Anchor Hocking bacon rack. In total dollar sales, Corning's microwave grill was No. 1.

Basic laundry and waste baskets remained the leading items in the Rubbermaid audit. But, in unit sales the basic white bathmat continued to top all Rubbermaid offerings.

In Rubbermaid's bath line, the color dark blue is being discontinued and replaced with dark almond. The manufacturer has introduced, for the first time, hampers for the bath, plus several other items which will broaden its bath assortment.

White has been brought back to Rubbermaid's kitchen line, and it should begin appearing on the audit. Rubbermaid discontinued white after finding that store lighting tended to fade and discolor the white items. With its "new" white, Rubbermaid claims to have solved the color-fading problem.

Rose's Net Slides

HENDERSON, N.C.—Rose's Stores' third-quarter net earnings, compared to last year's, slid 7.3% to $1,266,719 on sales of $133,955,916.

Sales were 9.3% higher than last year's $122,612,914.

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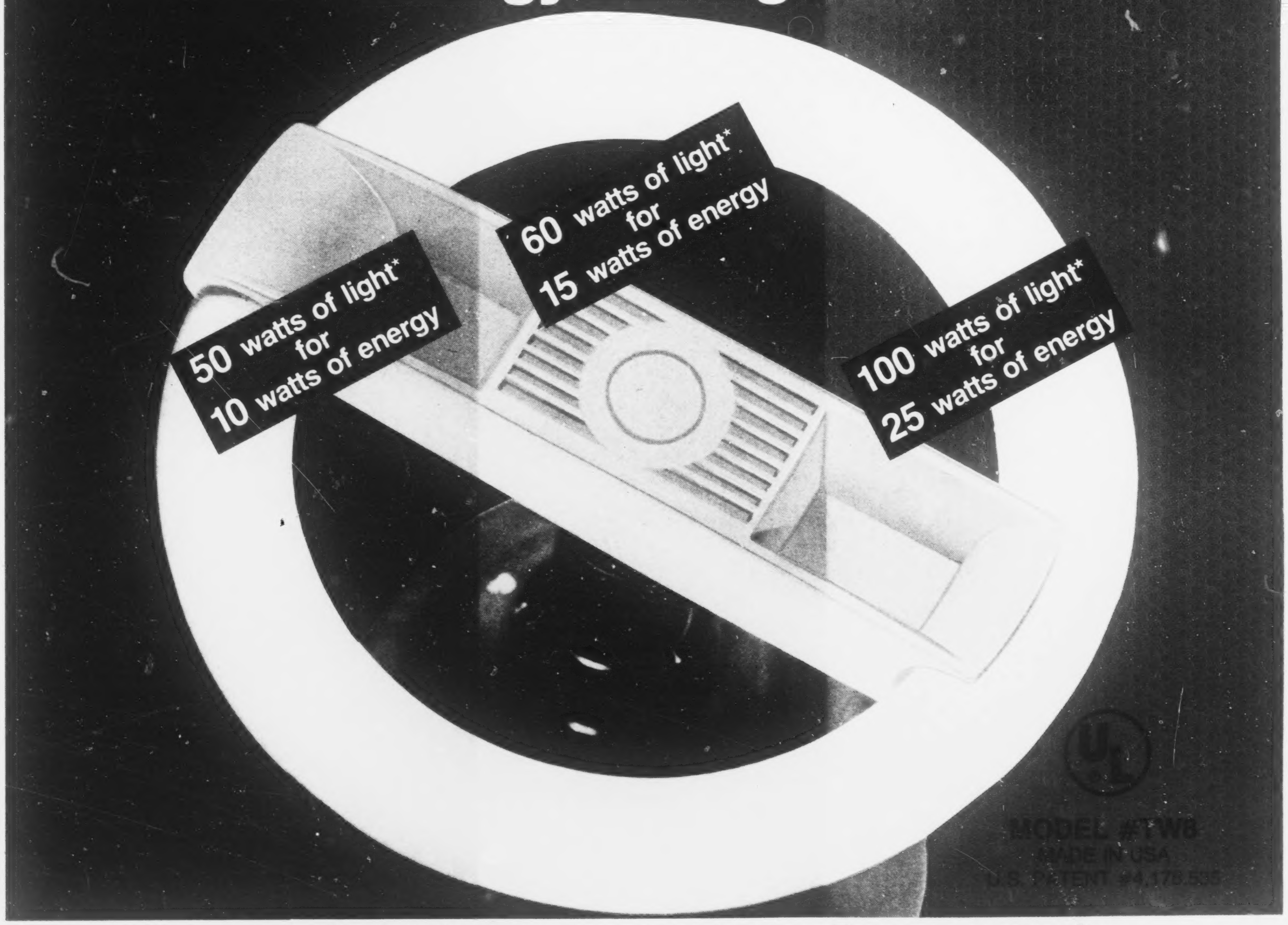
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PRODUCT MOVEMENT AUDIT

Buyers Tighten Electrics Plans In Iffy Economy

By Howard Bobroff
President,
Myron Nickman Distributors

Fourth-quarter business in traffic electrics was characterized by a continuation of the trends apparent throughout 1981, a tough year for the category.

Discounters increased their promotional efforts and reliance on manufacturers' rebate programs, which frequently combined to offer customers a selling price lower than the retailer's cost.

Despite these efforts, customer response was spotty and highly selective. In the face of economic pressures, particularly in the hard-hit Midwest, customers did not readily respond to the frequency of the discounters' promotions but stood their ground waiting for the lowest price points to appear on advertised items.

Other factors mitigated against the usual surge of fourth-quarter sales in small electrics. Department-store concern over sales for the quarter resulted in their taking sharp price cuts in selected basic small electrics. In many cases, the result was price points highly competitive with those being offered by the discount store chains.

With modest increases in dollar and unit sales in electrics, plus increasing pressures on the bottom line, discounters have digested the messages being sent by customers—and the retail competition—to plot strategy for 1982.

What is apparent is that the continuing uncertain economy and the lack of new electrics are pointing discounters in the direction of projecting as strong a price and value image as possible in the basic, functional electric items. To help relieve margin pressures, buyers will be looking for more help from manufacturers in the form of reduced cost prices, deals on items and strong rebate programs.

Discounters will be looking for low price points to offer in staple categories with a strong replacement market such as toasters, irons and drip coffeemakers.

Buyers will also be reviewing kitchen electrics and personal care appliances with the objective being to pare assortments on slow-turning items. The assortment review will include scrutiny of high-ticket items to weed out the high-ticket price points which reflect product features customers don't find necessary, judging by customer

(Continued on page 61)

ELECTRIC HOUSEWARES

These electric housewares figures, for Jan. 1 through Nov. 7, supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

STYLER/DRYERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Conair 1000W Pro Dryer	8,040	12.71	102,188.44
2	Gillette 1400W Supermax Pro	6,438	15.13	97,406.94
3	Gillette 1000W Supermax 2	4,913	19.78	97,179.14
4	Conair 1200W Pistol Power	6,419	11.39	73,112.41
5	Conair 1200W Pro Styler w/brush	2,073	21.60	44,776.80
6	Clairol 1200W Son Of A Gun	1,641	20.98	34,428.18
7	Georgie 1400W Turbo Dryer	2,378	12.50	29,725.00
8	Northern 1200W	2,741	10.65	29,191.65
9	Norelco 1200W Gotcha Gun	1,972	14.30	28,199.60
10	Norelco 1000W Gotcha Gun	2,434	11.50	27,991.00
11	Northern 1000W	1,807	13.51	24,412.57
12	Northern 1200W fldng mini dryer	2,088	10.38	21,673.44
13	Gillette 1200W Supermax	788	20.80	16,390.40
14	Conair 1250W Vagabond	1,103	14.29	15,761.87
15	Sassoon 1200W Prof md sz stylr	1,055	13.76	14,516.80
16	Clairol 1000W Dry guy	687	20.14	13,836.18
17	Northern 1200W Compact	1,531	8.98	13,748.36
18	Windmere 1250W Boss	1,081	12.14	13,123.34
19	Gillette 1500W Promax	659	17.11	11,275.49
20	Conair 1500W Pro w/attach	492	22.26	10,951.92

CURLING WANDS & BRUSHES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Shetland curling brush	12,596	5.74	72,301.04
2	Shetland Two-to-Get Set	6,985	9.29	64,890.65
3	Gillette Body & Curl	4,448	12.90	57,379.20
4	Conair Curling brush	5,759	8.44	48,605.96
5	Georgie adjustable curling brush	6,290	7.70	48,433.00
6	Norelco Curl Q	3,170	10.48	33,221.60
7	Clairol soft curling brush	2,208	14.94	32,987.52
8	Conair Curls 'N Curls	6,264	4.93	30,881.52
9	Clairol Crazy Curl	2,353	12.14	28,565.42
10	Northern Pro Styling Brush	4,140	6.70	27,738.00
11	Northern Pro iron, chrome	5,207	5.03	26,191.21
12	Conair New Twist Combo	2,013	12.11	24,377.43
13	Clairol Crazy Brush	2,183	10.76	23,489.08
14	Gillette Clicker	1,203	18.43	22,171.29
15	Norelco Wave Maker	1,829	11.75	21,490.75
16	Dazey Beauty Curl	7,579	2.80	21,221.20
17	Sassoon Prof Curling Iron	1,924	7.76	14,930.24
18	Windmere Curling Brush	1.944	5.10	9,914.40
19	Windmere Nonstick C/Iron	1,801	5.11	9,203.11

(Continued on page 61)

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PRODUCT MOVEMENT AUDIT

Buyers Tighten

(Continued from page 59)

response to date.

The latest product movement audit reflected the fact that in virtually every category, the No. 1-ranked items represented an item at a low price point. And, these items also represented dollar sales significantly above the No. 2-ranked item in several categories.

Styler/dryers and curling wands and brushes continued to be the electric categories placing the greatest number of models on the movement audit. In three successive audits, two items from Shetland placed in the first- and second-ranking spots in the curling wand and brush category. The Shetland curling brush, with a price tag under $6, and the Two-to-Get-Set unit, offering the two-barrel feature at a price under $10, indicated the importance of hitting price in this category for tonnage sales. In fact, more than half the 24 items making the audit in this category were priced at under $10.

The Sassoon name showed again on the audit, placing one item in the styler/dryer category and two in the curling wand/brush category.

In kitchen electrics, drip coffeemakers continued to be the dominant appliance. Although the top-ranked model was a basic 10-cup item from Proctor Silex, and four models from Norelco made the audit, North American's Mr. Coffee was the leading manufacturer represented. Five of the 12 drip coffeemakers on the audit were

(Continued on page 62)

K mart Settles Claims About Popper Imports

WASHINGTON— K mart has settled claims made by Wear-Ever Aluminum, ending an investigation by the International Trade Commission (ITC).

The commission was investigating whether the discounter and some half-a-dozen other firms had imported and sold hot-air corn poppers in violation of United States trade patents, injuring American manufacturers.

Under the agreement, K mart, General Electric and Stop & Shop stated that they were not importing the disputed corn poppers at the present time, and also agreed not to import them in the future.

General Electric noted in the agreement with Wear-Ever that in the past it imported the corn poppers—mainly from Japan and Hong Kong—and sold them to K mart and Stop & Shop, who admitted they purchased them.

The settlement agreement was not an admission by any of the firms of unlawful actions in restraint of trade or of unfair practices.

ELECTRIC HOUSEWARES

(Continued from page 59)

DRIP COFFEEMAKERS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor-Silex 10-cup	24,064	20.04	482,242.56
2	Norelco 10-cup Dial-a-Brew	8,314	24.88	206,852.32
3	North Amer Mr Coffee 12-cp w/svr	4,600	39.44	181,424.00
4	Hamilton Beach 12-Cup	4,019	21.36	85,845.84
5	Hamilton Beach Mini-Drip	5,030	16.10	80,983.00
6	North Amer Mr Coffee 10-cp, alm	2,674	29.51	78,909.74
7	North Amer Mr Coffee 10-cp w/svr, alm	1,643	39.11	64,257.73
8	North Amer Mr Coffee 10-cup	2,017	25.73	51,897.41
9	Norelco 12-cup Dial-A-Brew II	605	35.30	21,356.50
10	Norelco Express 4-cup	860	21.29	18,309.40
11	North Amer Mr Coffee 12-cp w/tmr	162	51.10	8,278.20
12	Norelco 12-cup	140	38.21	5,349.40

TOASTERS & OVENS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor-Silex 2-slice, promo	10,672	12.63	134,787.36
2	Toastmaster 2-slice, promo	8,351	13.59	113,490.09
3	Toastmaster Dlxe Self Clean Oven	1,677	52.00	87,204.00
4	Toastmaster 4-slice	3,225	22.18	71,530.50
5	Proctor-Silex 4-slice, promo	3,192	19.76	63,073.92
6	Toastmaster 2-slice, automatic	2,911	16.71	48,642.81
7	Proctor-Silex 2-slice, Breadmates	3,460	13.38	46,294.80
8	Toastmaster oven/toaster slf cln	784	51.46	40,344.64
9	Toastmaster Broiler Flip Oven	1,322	26.33	34,808.26
10	Norelco Toast-R-Range	486	48.38	23,512.68
11	Proctor-Silex Toaster Oven	479	45.13	21,617.27
12	Toastmaster Oven Toaster	344	48.84	16,800.96
13	Norelco Cont Clean Tstr/Oven	219	55.34	12,119.46

SPECIALTY ELECTRICS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Wear-Ever Popcorn Pumper	8,460	25.83	218,521.80
2	Presto Popcorn Now	6,100	24.24	147,864.00
3	Presto Fry Daddy	2,294	27.63	63,383.22
4	Hamilton Beach Popcorn Pumper	2,153	26.54	57,140.62
5	Hamilton Beach Fry All	3,134	16.98	53,215.32
6	Shetland Corn Popper	2,190	16.71	36,594.90
7	Sunbeam Great American Ppcrn Mach II	1,223	26.19	32,030.37
8	West Bend Butter Matic ppcrn mkr	1,706	13.63	23,252.78
9	Hamilton Beach Butter-up popper	1,360	16.13	21,936.80
10	West Bend Stir Crazy corn popper	275	31.90	8,772.50
11	Waring Ice Cream Parlor	308	26.20	8,069.60
12	Toastmaster Mini Griddle	268	25.59	6,858.12
13	Oster Egg Cooker	236	24.18	5,706.48

IRONS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Proctor-Silex Steam/Dry	7,851	13.34	104,732.34
2	Sunbeam steam, promotional	6,061	15.49	93,884.89
3	Sunbeam self-clean, promotional	1,651	24.04	39,690.04
4	Hamilton Beach Speed-O-Light II	1,480	17.24	25,515.20
5	Sunbeam Shot of Steam	756	31.39	23,730.84
6	Struhl Travel	3,227	6.13	19,781.51
7	Proctor-Silex Lady Ligh. spry stm	788	24.61	19,392.68
8	Proctor-Silex dry/steam/spray	1,200	15.94	19,128.00
9	Proctor-Silex light steam/dry	1,192	15.45	18,416.40

(Continued on page 62)

This box from Coleman holds over $20,000 worth of rebates and good deals.

For Spring '82 we'll pack even more consumer pulling power into the promotion that produced so much action this past season. That's why we're calling it "MORE Good Times Outdoors with Coleman."

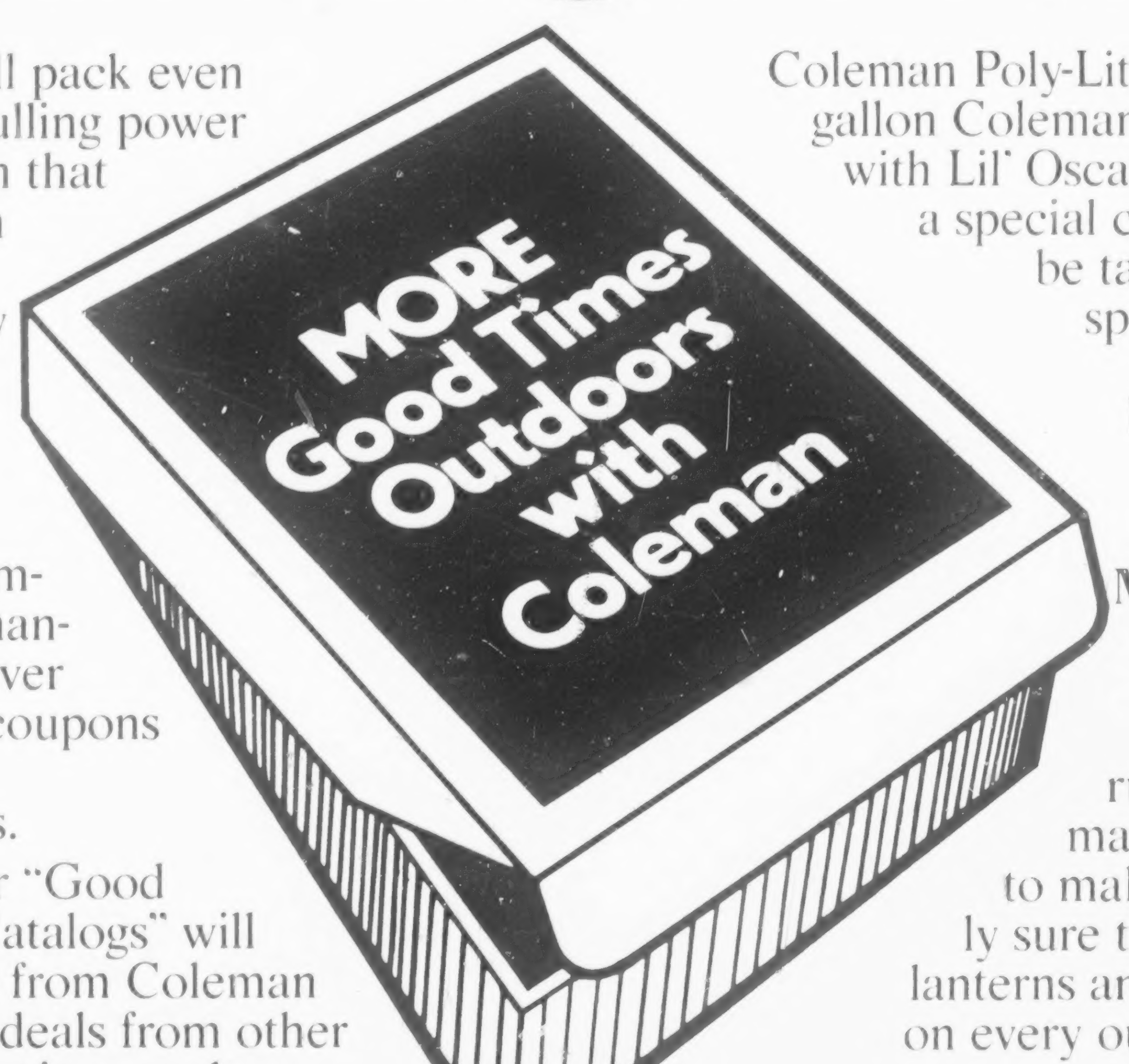
Example: each compact display-merchandiser will deliver over $20,000 in rebate coupons and good deals for your customers.

That's because our "Good Times Outdoors Catalogs" will have more rebates from Coleman ...and more good deals from other great names in sporting goods.

We'll hit with more impact. Over 18 million copies of the entire catalog will be bound into national magazines like: WOMAN'S DAY, FIELD & STREAM, INSIDE SPORTS, OUTDOOR LIFE, POPULAR MECHANICS, POPULAR SCIENCE, BASSMASTER, SPORTS AFIELD, SOUTHERN LIVING.

And it's just the start of the best times you've ever had for selling Coleman products.

More emphasis on Coleman® coolers too. We'll be repeating the successful "Funshine Special" offer: special packages containing a 12-gallon Coleman Poly-Lite® or a 13 ½-gallon Coleman Snow-Lite®, with Lil' Oscar® inside. And a special campaign will be targeted at the sportsmen who not only buy but influence other consumers too.



More support in special markets. We'll be running a dramatic campaign to make ab-so-lute-ly sure that Coleman lanterns and stoves stay on every outdoorsman's "want" list.

We'll advertise tents and bags to the heart of the camping market, in national and regional outdoor magazines. We'll continue the kind of ads that have made Coleman Canoes the world's largest seller...and that made the Scanoe™ a big success in its first season. We'll be promoting heaters in targeted national and regional outdoor publications.

More to come. Get the details from the man who works for us full time to help you on everything from buying opportunities to retail tie-in ideas. Call your Coleman Man to make the most of it all.

Coleman®

The Coleman Company, Inc • Wichita, Kansas

ELECTRIC HOUSEWARES

(Continued from page 61)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	SLOW COOKERS			
1	Betty G 5½-qt cooker/fryer	7,499	17.94	134,532.06
2	Rival 3½-qt almond	8,922	13.86	123,658.92
3	Rival 3½-qt removable liner	4,771	22.99	109,685.29
4	Rival 5-qt removable liner, bg	3,033	28.31	85,864.23
5	Rival 5-qt removable liner, avoc	645	22.58	14,564.10
6	West Bend 4-qt w/SilverStone lnr, alm	474	21.53	10,205.22
7	Rival 1-qt Crockette	112	12.35	1,383.20
	FOOD PREPARATION			
1	Oster Kitchen Center, almond	1,318	153.16	201,864.88
2	Hamilton Beach Cuisine Machine	3,222	48.21	155,332.62
3	Hamilton Beach Food Processor, alm	1,111	49.08	54,527.88
4	Sunbeam, w/dough hook, almond	443	80.70	35,750.10
5	Waring 12-speed Stand Mixer	1,365	23.74	32,405.10
6	Sunbeam, w/dough hook, white	249	83.16	20,706.84
7	Sunbeam Le Chef	181	107.58	19,471.98
8	Hamilton Beach 9-sp w/dough hook	376	51.31	19,292.56
9	Waring Stand Mixer	821	22.61	18,562.81
10	Sunbeam Stand Mixer	273	39.24	10,712.52

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	HAND MIXERS			
1	Hamilton Beach 3-speed, gold	4,288	12.44	53,342.72
2	Sunbeam, 5-speed Burst of Power, alm	2,167	22.79	49,385.93
3	Waring 12-speed, almond	2,654	15.41	40,898.14
4	Hamilton Beach 3-speed, alm, det crd	2.743	14.48	39,718.64
5	Hamilton Beach, 3-speed, det crd	2,488	14.40	35,827.20
	BLENDERS			
1	Hamilton Beach 7-speed, almond	5,359	20.28	108,680.52
2	Hamilton Beach 14-speed, Blndr Pls, gld	2,052	29.51	60,554.52
3	Waring 2-speed blender	2,857	17.74	50,683.18
4	Oster 10-speed, almond	1,558	26.95	41,988.10
5	Waring, 8-speed, Titan	1,848	20.15	37,237.20
6	Waring 14-speed, almond	785	23.63	18,549.55
	CAN OPENERS			
1	Rival, almond	7,317	11.43	83,633.31
2	Rival w/knife sharp, almond	4,391	13.09	57,478.19
3	Rival Slimline w/knife sharp, alm	3,633	15.18	55,148.94
4	Rival w/knife sharp, gold	2,614	12.95	33,851.30
5	Rival, gold	2,331	11.38	26,526.78

PMA ®

PRODUCT MOVEMENT AUDIT

Buyers Tighten

(Continued from page 61)

Mr. Coffee models.

Despite a bearish outlook on the electric category as a whole, there are bright spots emerging. The sluggish economy has already begun to stimulate sales in those kitchen electrics which can help customers hold down their food bills, and this trend should continue. Sales in slow cookers have been rising, and a pick-up in pressure cookers can be expected as more customers turn to canning as an economy measure.

Once again the leading item in specialty electrics was the hot-air popcorn popper with eight products making the audit. The leading model in this category was the Wear-Ever Popcorn Pumper with the Presto Popcorn Now taking the No. 2 spot.

In the food preparation category, only two food processors made the audit, reflecting the diminishing volume of this item. Although the rush of business in food processors is over, the item will nevertheless remain a staple in kitchen electric assortments.

A category that was strong throughout 1981, but was not a part of the Product Movement Audit, was air cleaners. This item should continue to move well, at least through the first half of 1982, but it will be hit with rapid price erosion. During the fourth quarter, price points as low as $9.99 were already appearing on discounters' shelves.

Jamesway Gives Arts Group Space

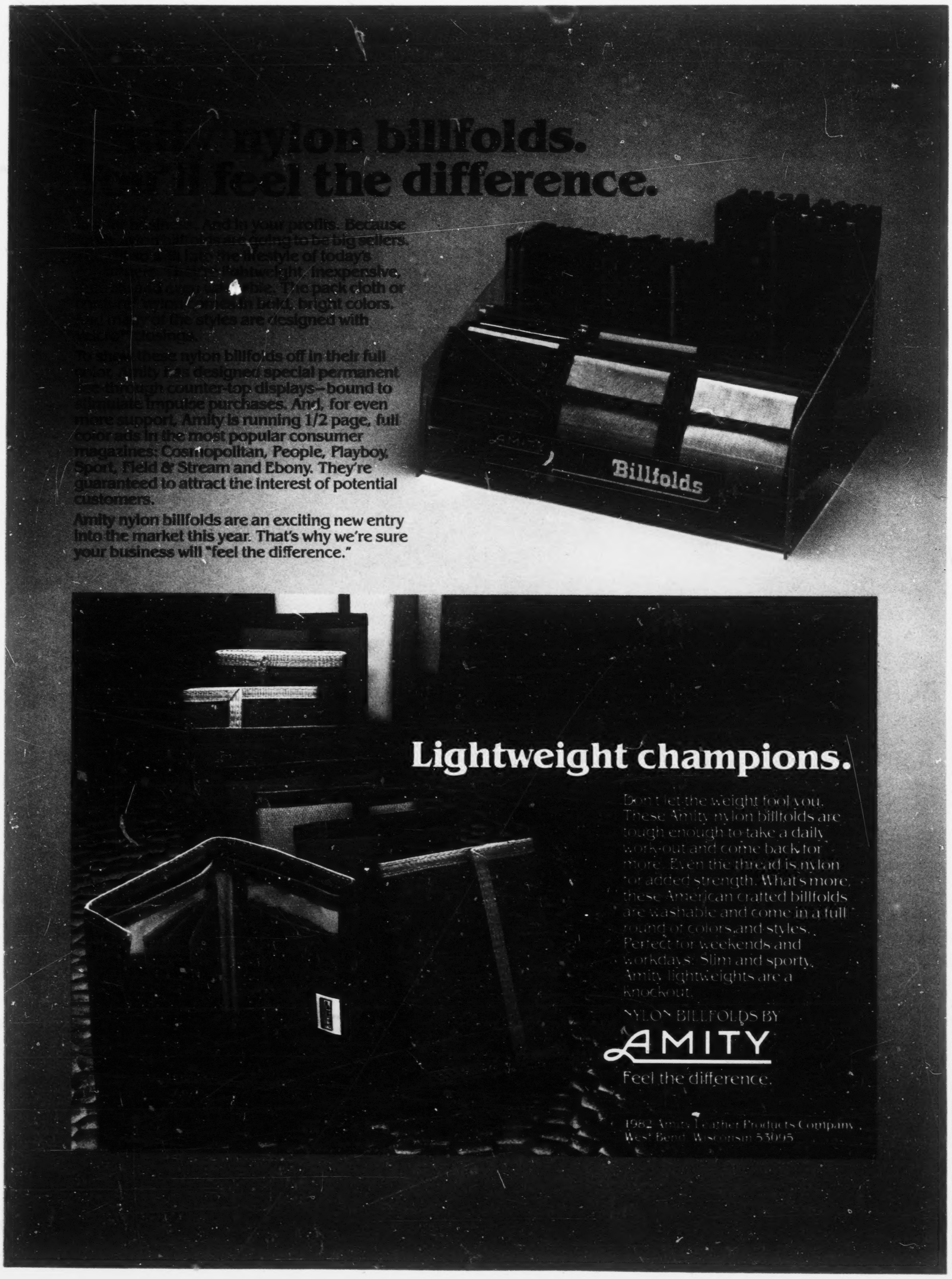
SECAUCUS, N.J.—Jamesway has donated office space to the Meadowlands Arts Council, a New Jersey organization dedicated to building a cultural center for the performing and visual arts in the state's Hackensack Meadowlands District.

As the Council sees it, the cultural center would be home to symphony, opera and ballet companies, and would be comparable to New York City's Lincoln Center.

T.G. & Y. Parent Has Sales Boost

DES PLAINES, Ill.—Household Merchandising, parent company of T.G. & Y., reported net sales for the month of November of $415,165,000, a 9.2% increase over $380,165,000 in November 1980.

Sales for the first 11 months were $4,302,744000, a 13.3% increase over last year's $3,798,381,000. Household Merchandising operates 1,236 retail stores and 3,339 franchise operations.



[illegible] nylon billfolds. [illegible]'ll feel the difference.

[illegible]. And in your profits. Because [illegible] are going to be big sellers. [illegible] into the lifestyle of today's [illegible] lightweight, inexpensive, [illegible]ble. The pack cloth or [illegible] in bold, bright colors. [illegible] of the styles are designed with [illegible].

To show these nylon billfolds off in their full color, Amity has designed special permanent see-through counter-top displays—bound to stimulate impulse purchases. And, for even more support, Amity is running 1/2 page, full color ads in the most popular consumer magazines: Cosmopolitan, People, Playboy, Sport, Field & Stream and Ebony. They're guaranteed to attract the interest of potential customers.

Amity nylon billfolds are an exciting new entry into the market this year. That's why we're sure your business will "feel the difference."

Lightweight champions.

Don't let the weight fool you. These Amity nylon billfolds are tough enough to take a daily work-out and come back for more. Even the thread is nylon for added strength. What's more, these American crafted billfolds are washable and come in a full round of colors and styles. Perfect for weekends and workdays. Slim and sporty, Amity lightweights are a knockout.

NYLON BILLFOLDS BY
AMITY
Feel the difference.

1982 Amity Leather Products Company
West Bend, Wisconsin 53095

Discounters Still Hold Biggest Share of Total Cookware Market

WILMINGTON, Del.—Discount stores continue to hold the major share of the total cookware market, according to the latest figures released by DuPont's Marketing Research Consumer Survey.

For the first half of 1981 discounters dominated the market with a 30% share, matching market share performance for 1980. The same period showed no change in department stores' share, which remained at 16%.

Gaining in market share were food stores with 10% compared to 9% in 1980. Sears/Ward/Penney accounted for 9% against 8% in 1980. Catalog showrooms scored the biggest gain in share, to 9% against 7% in 1980.

For the first six months of 1981, two retail segments declined in market share. Home centers/hardware stores lost one percentage point and dropped to 6%. Drug/variety stores also lost a point and dropped to 5%.

While the first-half figures showed no major changes in market share, a retrospective look at market-share movement tells a different story.

For instance, go back to 1977. In that year discounters held a 28% share. Since then, discounters have picked up two percentage points. Since 1977, department stores have also increased share by two percentage points.

But, the retail segment with the largest market share gain over the past five years has been the catalog showrooms. With only a 5% share in 1977, the showrooms moved up to a 9% share for the first six months of 1981.

Interestingly, in 1977 there was not much of a difference in market shares of the department stores, 14% and the big three, Sears, Penney and Ward at 11%. But that three point spread has grown.

Today, that spread is seven percentage points following market share gains by the department stores and a relatively steady share slide by the big three.

Since 1977, the food stores' share of the cookware market has declined despite their efforts to capture more business in higher margin nonfood categories.

The Du Pont survey, based on a panel poll of 10,000 consumers, also reported the following purchases of types of cookware by retail segment for the first half of 1981:

- TOP-OF-RANGE: Discounters, 24%; department stores, 20%; Sears/Ward/Penney, 9%; food stores, 11%; drug/variety stores, 5%; catalog showrooms, 8%; home centers/hardware, 6%; all others, 16%. Aluminum accounted for 72% of the top-of-range cookware market; stainless steel, 16%; cast iron, 5%; all other, 7%.
- BAKEWARE: Discounters, 32%; department stores, 13%; Sears/Ward/Penney, 8%; food stores, 15% drug/variety stores, 6%; catalog showrooms, 3%; home centers/hardware, 6%; all others, 18%.
- PORTABLE ELECTRICS: Discounters, 35%; department stores, 14%; Sears/Ward/Penney, 9%; food stores, 2%; drug/variety stores, 4%; catalog showrooms, 17%; home centers/hardware, 6%; all others, 14%.

These market share breakdowns by type of cookware indicate that discount stores maintain a strong lead in bakeware and portable electrics. But, in top-of-range cookware, discounters are encountering strong competition from department stores which have been increasingly aggressive in their top-of-range cookware.

RETAIL DISTRIBUTION

TRADE CLASS SHARE (ALL COOKWARE)

Trade Class	1977	1978	1979	1980	1st Half 1981
Discounters	28%	28%	31%	30%	30%
Department Stores	14	14	14	16	16
Food Stores	11	12	9	9	10
Sears/Ward/Penney	11	10	10	8	9
Catalog Showrooms	5	5	8	7	9
Home Centers/Hardware	4	4	7	7	6
Drug/Variety Stores	11	9	5	6	5
All Others	16	18	16	17	16

Source: Du Pont Marketing Research

Matthews: Record Marketing Should Be More Creative

PHOENIX—Norman Matthews, chairman and ceo of Gold Circle, put forth a 10-point program for renewed cooperation between mass merchants and rack jobbers, in a speech before the National Association of Record Merchants (NARM).

Matthews said while the industry experiences approximately $1.5 billion in record sales, with 400 new stores opening record departments in 1981, there is still a lack of "creative marketing" needed to generate sales.

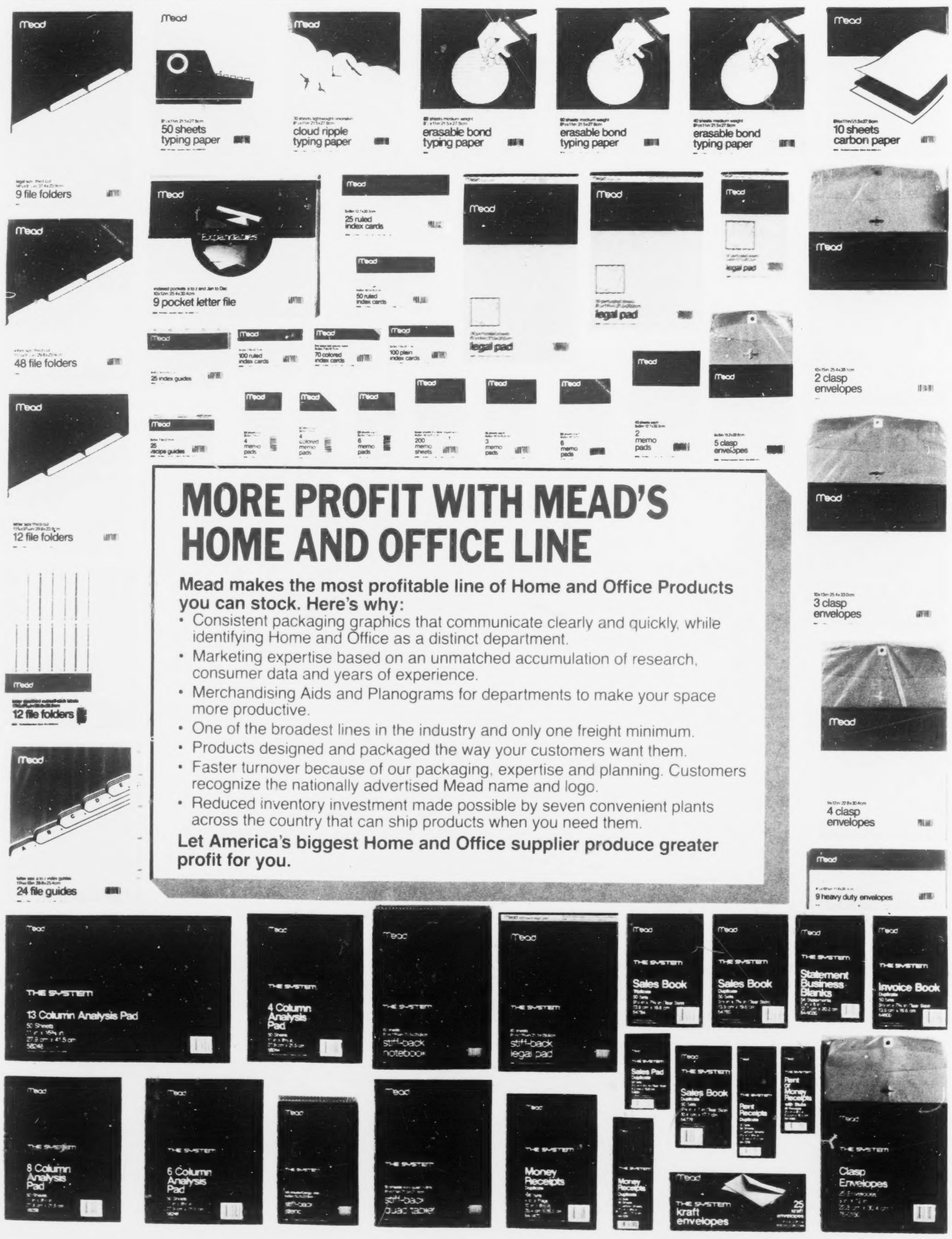
Matthews' plan begins with the fundamentals: the position of the record department within the store, in-stock levels and the ability to track sales. Gold Circle recently remodeled three of its record departments and experienced a 50% increase in sales for the first full year. Matthews said the figure would be higher if in-stock levels of 90% can be achieved, such as those found in drug or housewares departments. Matthews placed the present levels for records at approximately 50% to 60%.

Promotions, according to Matthews, provide the greatest area for growth opportunity to generate enthusiasm among record buyers. "Creative display and professional signing . . . provide excellent margin opportunities," said Matthews. He told NARM that mass merchants have been ignored in this area, but the traffic does exist and provides "a very fertile area for development."

Matthews said the record business has been slow in taking advantage of retail promotions, such as manufacturers' rebates or "gift with purchase." Cross-selling, such as a recent back-to-school "Rhythm and Blues" Gold Circle promotion, which offered a free album with the purchase of two pairs of jeans, was also mentioned as a strong sales technique.

Matthews suggested making the week between Christmas and New Year's "National Music Week," tying together both in-store and national promotions.

54 items pictured from a line of over 300 items.


50 sheets typing paper
cloud ripple typing paper
erasable bond typing paper
erasable bond typing paper
erasable bond typing paper
10 sheets carbon paper
9 file folders
9 pocket letter file
25 ruled index cards
50 ruled index cards
legal pad
legal pad
48 file folders
25 index guides
100 ruled index cards
70 colored index cards
100 plain index cards
2 clasp envelopes
25 recipe guides
4 memo pads
4 colored memo pads
6 memo pads
200 memo sheets
3 memo pads
6 memo pads
2 memo pads
5 clasp envelopes
12 file folders
12 file folders
24 file guides
3 clasp envelopes
4 clasp envelopes
9 heavy duty envelopes
13 Column Analysis Pad
4 Column Analysis Pad
stit-back notebook
stit-back legal pad
Sales Book
Sales Book
Statement Business Blanks
Invoice Book
Rent Receipts
Money Receipts
8 Column Analysis Pad
6 Column Analysis Pad
Money Receipts
kraft envelopes
Clasp Envelopes

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Mead makes the most profitable line of Home and Office Products you can stock. Here's why:

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- Marketing expertise based on an unmatched accumulation of research, consumer data and years of experience.
- Merchandising Aids and Planograms for departments to make your space more productive.
- One of the broadest lines in the industry and only one freight minimum.
- Products designed and packaged the way your customers want them.
- Faster turnover because of our packaging, expertise and planning. Customers recognize the nationally advertised Mead name and logo.
- Reduced inventory investment made possible by seven convenient plants across the country that can ship products when you need them.

Let America's biggest Home and Office supplier produce greater profit for you.

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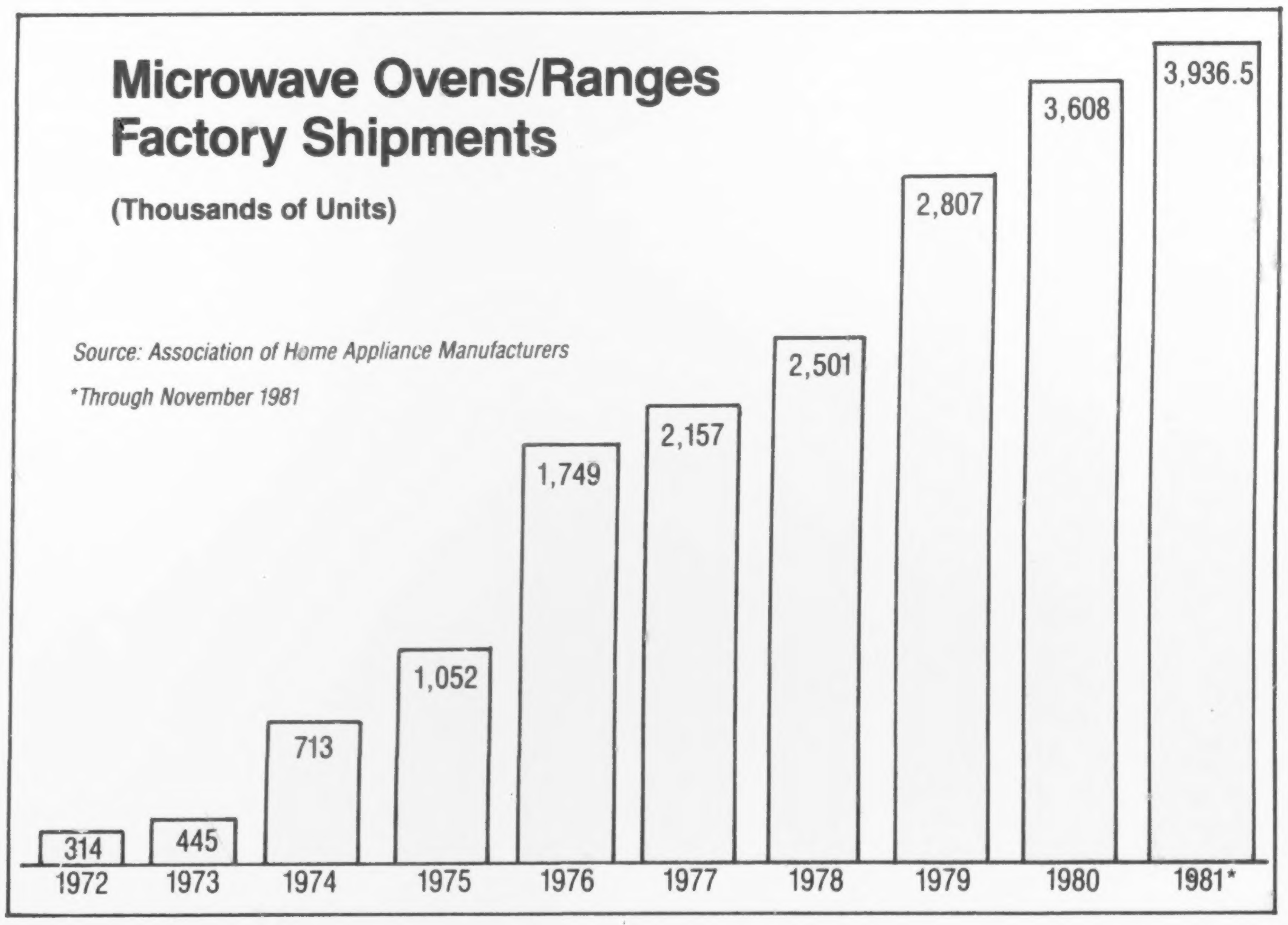
Microwave Ovens Have 'Passed Point of No Return'



Microwave Ovens/Ranges Factory Shipments

(Thousands of Units)

Source: Association of Home Appliance Manufacturers

**Through November 1981*

Microwave ovens are not the hottest products in the discount appliance market. On the other hand, their past sales performance and projected growth rate are factors that discounters can hardly afford to ignore.

In the past five years, microwave oven sales have more than doubled. Factory shipments in 1976 stood at 1.7 million units, but shipments through the first 11 months of 1981 were already at the 3.9 million unit mark.

Manufacturers consider another figure as important. With total microwave oven sales above 20 million units since their introduction, this translates into a better than 20% market saturation among the 81.9 million United States households. In other words, just about one of every five households now owns a microwave oven.

What this means to manufacturers is that with about 20% saturation, microwave ovens have "passed the point of no return." The appliance has proven itself as a functional item and insured its eventual appeal to many of those households still without the appliance.

In fact, manufacturers are not shy about predicting anywhere from 45% to 50% market saturation by 1985. If these predictions are correct, it means that microwave oven sales between now and 1985 will be at least another 20 million units.

Which retailers are going to get this business? So far, discounters' record is far from impressive. Litton's market research indicated that discounters have only 10% of the market. The item was originally introduced in appliance stores, which still have the largest market share at 33%.

Another large chunk of the market is held by Sears/Penney/Ward with 23%; department stores hold 8%; catalog showrooms, 7%; microwave oven specialists, 5%; furniture stores, 4%, and all other, 10%.

Is there any reason that during the next five years these market share figures can't be rearranged to give discounters a larger slice of the business? Manufacturers concur that there is not, that microwave ovens are becoming ripe as a mass market item.

With more and more potential customers familiar with the capabilities of the appliance, the need for service and demonstrations (at the point of sale) is diminishing. With sales accelerating, longer production runs will bring prices down at the manufacturer level, giving the mass merchant easier-to-live-with price points.

These price reductions will also ultimately apply to the chip-based electronically controlled units. They will follow a pattern similar to other merchandise categories such as stereo equipment in which electronic controls quickly became the rule, rather than the exception, and with no price premium.

In addition, manufacturers will be promoting their over-the-range microwave ovens more aggressively. Emphasizing these space-saving models could overcome many a customer's reason for not buying a microwave oven.

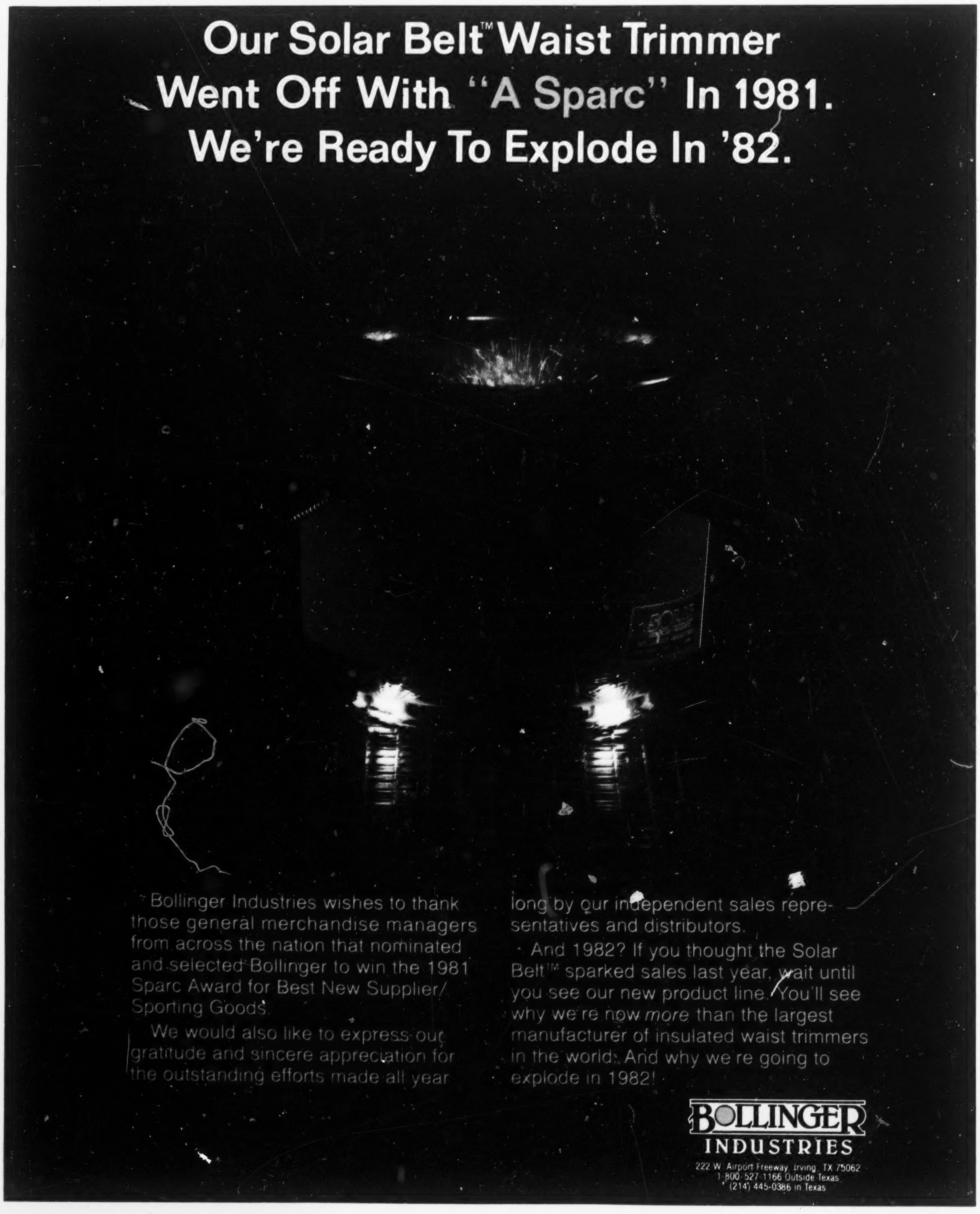
But, suppose the manufacturers' crystal ball is a little bit fuzzy, and another 20 million units sold by 1985 turns out to be overly optimistic? What then? Aggressive retailers ought to find the idea of even another 15 million units sounds like fighting words.

Lamston's Adelman Named at AGMC

WASHINGTON—Burton Adelman, president and chairman of M. H. Lamston, New York, has been elected vice chairman of the Association of General Merchandise Chains (AGMC).

Lamston, a 32-unit chain with stores in New York and New Jersey, posted sales of $38.2 million for fiscal 1980. Adelman will serve as AGMC vice chairman until new officers are elected at the association's meeting in February.

Adelman takes over for Dave Grundfest Jr., president and ceo of Sterling Stores/Magic Mart, Little Rock, Ark., who resigned to concentrate on company matters.



Our Solar Belt™ Waist Trimmer Went Off With "A Sparc" In 1981. We're Ready To Explode In '82.

Bollinger Industries wishes to thank those general merchandise managers from across the nation that nominated and selected Bollinger to win the 1981 Sparc Award for Best New Supplier/Sporting Goods.

We would also like to express our gratitude and sincere appreciation for the outstanding efforts made all year long by our independent sales representatives and distributors.

And 1982? If you thought the Solar Belt™ sparked sales last year, wait until you see our new product line. You'll see why we're now *more* than the largest manufacturer of insulated waist trimmers in the world. And why we're going to explode in 1982!

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So-so Economy Spurs Low-end Tool Import Biz

PRODUCT MOVEMENT AUDIT

With many discounters seeking to flesh out their hand tool selection with an increased offering of low-end imported lines, a market has opened for distributors to carry specific tool import lines in full.

Expanding business with such retail chains as Gold Circle and Cook United enabled Stem Distributing, Maple Heights, Ohio, to begin stocking a line of Royal tools 13 months ago. The distributor started the program as a result of increasing store-level demand for lower ticket hand tools which were specifically for the weekend handyman.

"We have four basic assorted lines of Royal to give to our customers. Three of the four differ slightly in style, but not in price or quality, and the fourth is a step-up model which we sell to those customers who want a large import selection to complement their domestic mix," said Stem's Royal buyer Phil Comeriato.

Despite not having previous-year figures available for comparison, the buyer termed his business as "really hopping, and because not every customer has had the line for an entire year, movement will accelerate in 1982.

"I work the program as tightly as I can by buying smaller quantities of a single item. I should reach $250,000 in total Royal sales by the end of 1981 based on turning my inventory 11 times a year," said Comeriato, who hoped to improve his business to the tune of $500,000 in total 1982 sales on the strength of 15 annual turns.

The buyer admitted he was basing his projections on the fact that in-store promotions will become a key factor contributing to the doubling of total sales within only a one-year period.

"If our customers run frequent promotions of the 'any tool on this table for 79¢' type, there is no reason why this business shouldn't reach the $1 million a year mark in the near future," said an optimistic Comeriato, who added that many of the stores he services are relying on endcap displays that have proven to be as effective a merchandising technique as a tool shed in a main traffic aisle.

On this first survey of top dollar movers in the Royal category, basic items and tool sets have appeared near and at the top of the list. A six-piece, rubber-grip screwdriver set was the total dollar movement leader with sales of $2,743.80, while a single item, a 16-oz. tubular hammer ranked second with sales of $2,259.60, representing 840 units moved.

The low-end image of imported tools is easily supported in the chart; not one of the top 35 dollar movers has an average retail price above $2.69. "These items will always have somebody buying them because of the low price points. If a customer buys a $1.69 pair of pliers and it breaks within a year he'll just buy another one when the

(Continued on page 88)

HOME IMPROVEMENT

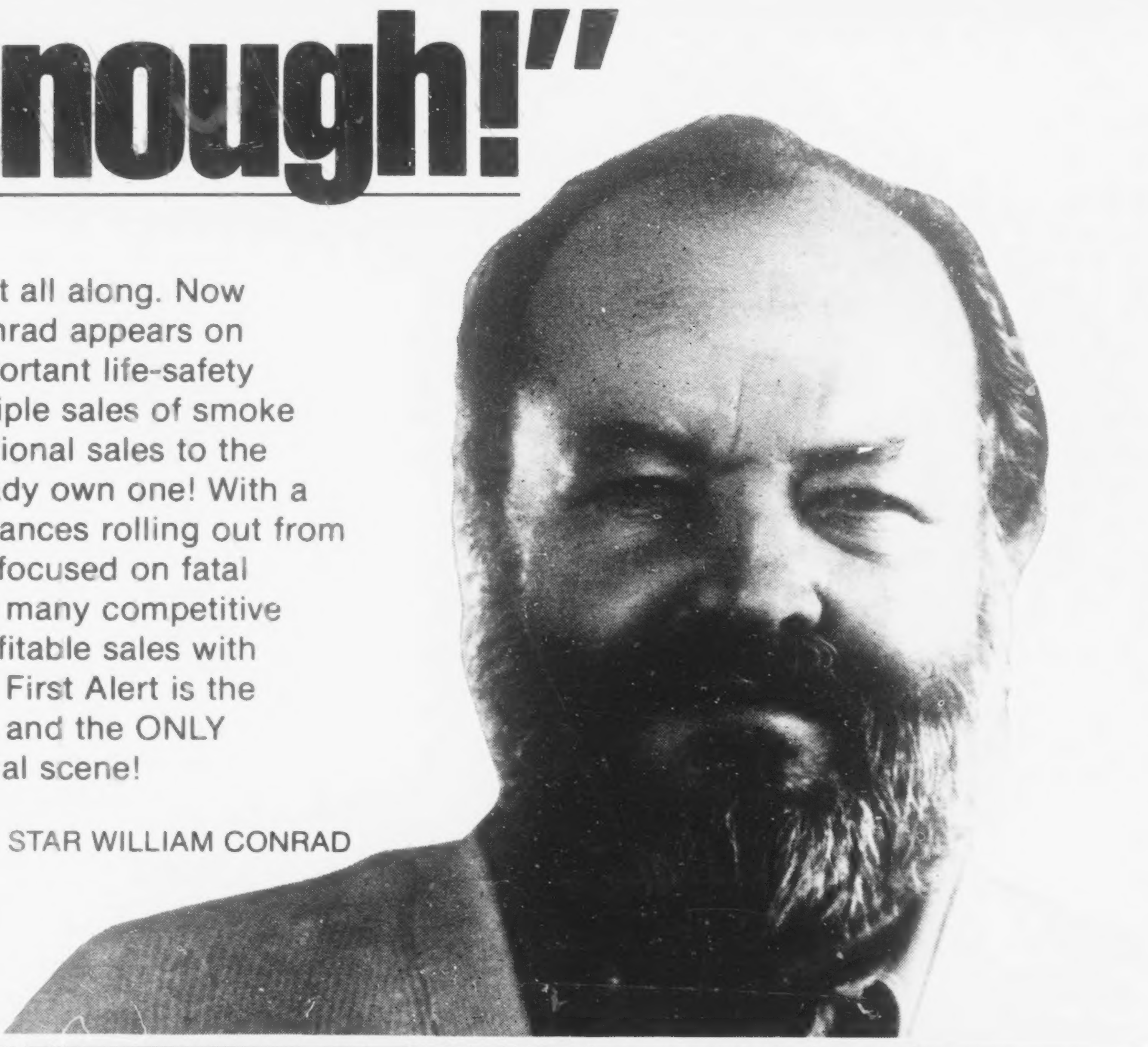
$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	100 Bede Dryer Vent Heat Saver	1,764	5.08	8,961.12
2	10 x 25 Poly Sheeting 4 mil clear	1,308	5.12	6,696.96
3	6 x 50 Poly Sheeting 4 mil clear	852	7.05	6,006.60
4	302 Keller Two Step Alum Ladder	366	16.06	5,877.96
5	D-10 Manco Duct Tape 2" x 10 yd	3,348	1.18	3,950.64
6	24A T Temp Silicone Alum Pusher	294	11.99	3,524.06
7	30 x 60 Plaskolite 0.100 clear plastic	200	14.53	2,906.00
8	3 x 50 Poly Sheeting 4 mil clear	792	3.59	2,843.28
9	050/17000 Clear Vinyl Runner 27 x 125	26	108.62	2,824.12
10	220 Hoyne Clear Mirror Tile	408	6.83	2,786.64
11	28 x 32 Plaskolite 0.100 clear plstc	350	7.29	2,551.50
12	310 Blk Natco Rub Matting 36 x 105	9	250.57	2,255.13
13	CC-1 Manco Clear Tite	768	2.88	2,211.84
14	6 True Temper Ice Scraper	360	6.13	2,206.80
15	453 Bede Water Heater Blanket R-6	182	11.83	2,153.06
16	53VP Deflecto Deflector 15-25"	552	3.90	2,152.80
17	SD-1 Manco Weatherseal Tape 1 x 45 ft	1,776	1.21	2,148.96
18	30 x 36 Plaskolite 0.100 clear plastic	240	8.80	2,112.00
19	618A T Temper Alum/Sil Snow Shovel	144	14.18	2,041.92
20	C18AT TT PVF Alum Snow Shovel	252	8.09	2,038.68
21	706 6' Aluminum Stepladder	55	36.09	1,984.95
22	P24 Therm Rope Caulk 90'	864	2.01	1,736.64
23	2224 24' Alum Extension Ladder	17	96.21	1,635.57
24	32 x 42 Plaskolite 0.100 clear plastic	150	10.85	1,627.50
25	40302-36-1 Peer Chain Prf -¼-100	12	135.11	1,621.32
26	X18A T Temper Alum Snow Shovel	222	7.08	1,571.76
27	18A T Temper Silicone Alum Pusher	162	9.56	1,548.72
28	45053-06-9 Peer Chain Dec Antbrs50R1	62	24.70	1,531.40
29	2 x 4 x ⅛ Pegboard	1,200	1.26	1,512.00
30	45052-06-6 Peer Chain Decor-Blk 50	59	24.70	1,457.30
31	45051-06-3 Peer Chain Decor-Brs 50	59	24.70	1,457.30
32	2100 3M V-Seal Wthrstrp 17' brn	300	4.75	1,425.00
33	40301-36-9 Peer Chain Prf-3⁄16-125	13	108.97	1,416.61
34	2220 20' Alum Extension Ladder	19	74.52	1,415.88
35	P510 Therm Poly Storm Window 5 x 10'	528	2.66	1,404.48

ROYAL IMPORTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	931 6-pc Rubber Grip S D Set	1,020	2.69	2,743.80
2	500 16-oz Tubula St Hammer	840	2.69	2,259.60
3	404 6½" L N Pliers	662	2.61	1,727.82
4	409 6½" Diagonal Pliers	629	2.69	1,692.01
5	1585 5-pc Screwdriver Set	624	2.69	1,678.56
6	420 7" Linesman Pliers	582	2.69	1,565.58
7	183 13-pc Chr Van Drill Set	546	2.69	1,468.74
8	688 8" Slip Joint Pliers	522	2.69	1,404.18
9	92241 5-pc Comb Wrench Set chr	504	2.69	1,355.76
10	720 5-pc Punch-Chisel Set	504	2.69	1,355.76
11	133 8" Chrome Adj Wrench	462	2.69	1,242.78
12	180 13-pc Drill Set	768	1.53	1,175.04
13	222 10" Vise Grip Wrench	390	2.69	1,049.10
14	105 Sabre Blades 5 pc	643	1.53	983.79
15	881 Knife Kit 7 Blades/1 Handle	366	2.69	984.54
16	1000 Crimping Tool w/terminal	336	2.69	903.84
17	109 Ex Deep Hole Saw 7 Blades	330	2.69	887.70
18	696 4½" Long Nose Pliers	288	2.69	774.72
19	293 Royal Key Return Reel	288	2.69	774.72
20	1695 3-pc Rubber Grip SD Set	282	2.69	758.58
21	115 Jewel Screw Dr Set 5 pc	492	1.53	752.76
22	716/359 Hacksaw Frame Adj	270	2.69	726.30
23	922 2-pc Rubber Grip Screwdriver	463	1.53	708.39
24	473 6" Slip Joint Pliers	432	1.53	660.96
25	490 Tubing Cutter	240	2.69	645.60
26	513 Bolt Cutter	240	2.69	645.60
27	363 Mitre Corner Clamp	240	2.69	645.60
28	507 Tap and Wrench Set	240	2.69	645.60
29	558 16-oz Steel Hammer	414	1.53	633.42
30	601 5-pc Open End Wrench St	408	1.53	624.24
31	541 Rubber Mallet 16 oz	222	2.69	597.18
32	923 6-pc Jewelers S D Set	222	2.69	597.18
33	640 Brick Trowel 10"	222	2.69	597.18
34	111 Hole Saw 7 Blades	216	2.69	581.04
35	560 8-oz Steel Hammer	360	1.53	550.80

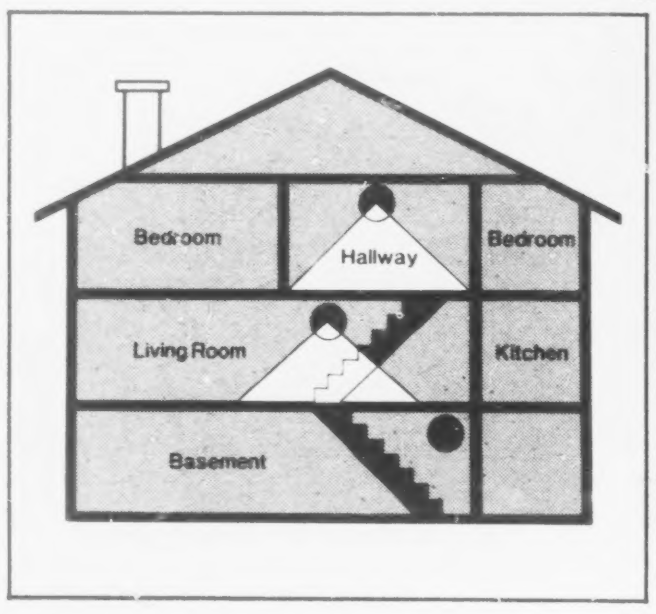
Source: Stem Distributing, Maple Heights, Ohio.

"I'm telling millions that one smoke alarm is not enough!"



Fire prevention experts have said it all along. Now First Alert Spokesman William Conrad appears on network and spot TV with this important life-safety message that will help create multiple sales of smoke detectors to non-owners and additional sales to the safety-conscious people who already own one! With a new wave of smoke detector ordinances rolling out from major cities . . . national attention focused on fatal fires . . . and the disappearance of many competitive brands . . . the opportunity for profitable sales with First Alert looks great. Remember, First Alert is the leading producer of smoke alarms and the ONLY consistent advertiser on the national scene!

TV STAR WILLIAM CONRAD



The First Alert Plan Sells every-level protection. For the typical two-story house it recommends Escape Light™ smoke detectors on first and second floors, plus a regular First Alert in the basement.

First Alert

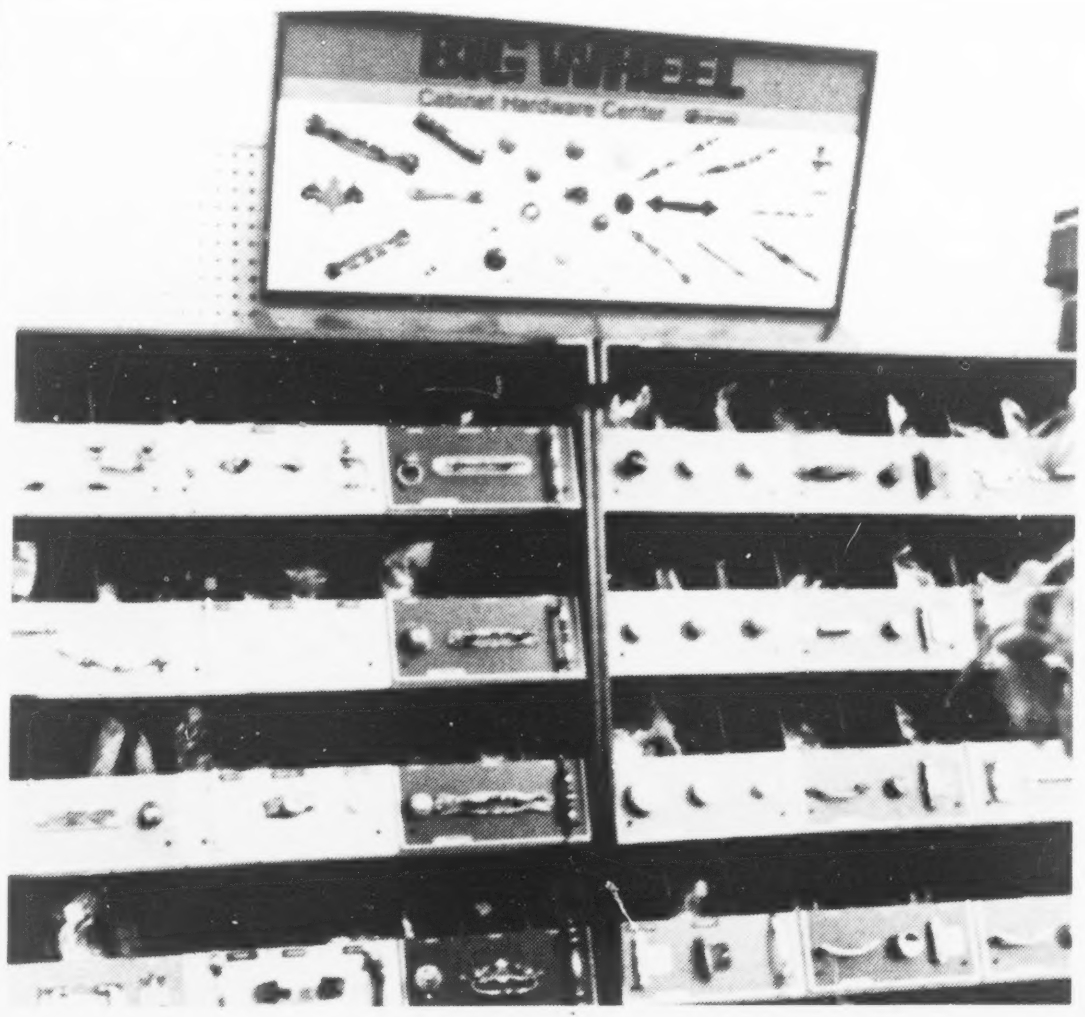
William Conrad Promotes the First Alert Plan on network and spot TV throughout the height of the heating season.

In most homes one smoke alarm is not enough!"
In most homes one smoke alarm is not enough!"
First Alert PLAN

Strong Promotional Support includes ad slicks, giant full-color banner, a full-color easel-back P.O.S. display card and consumer rebates.

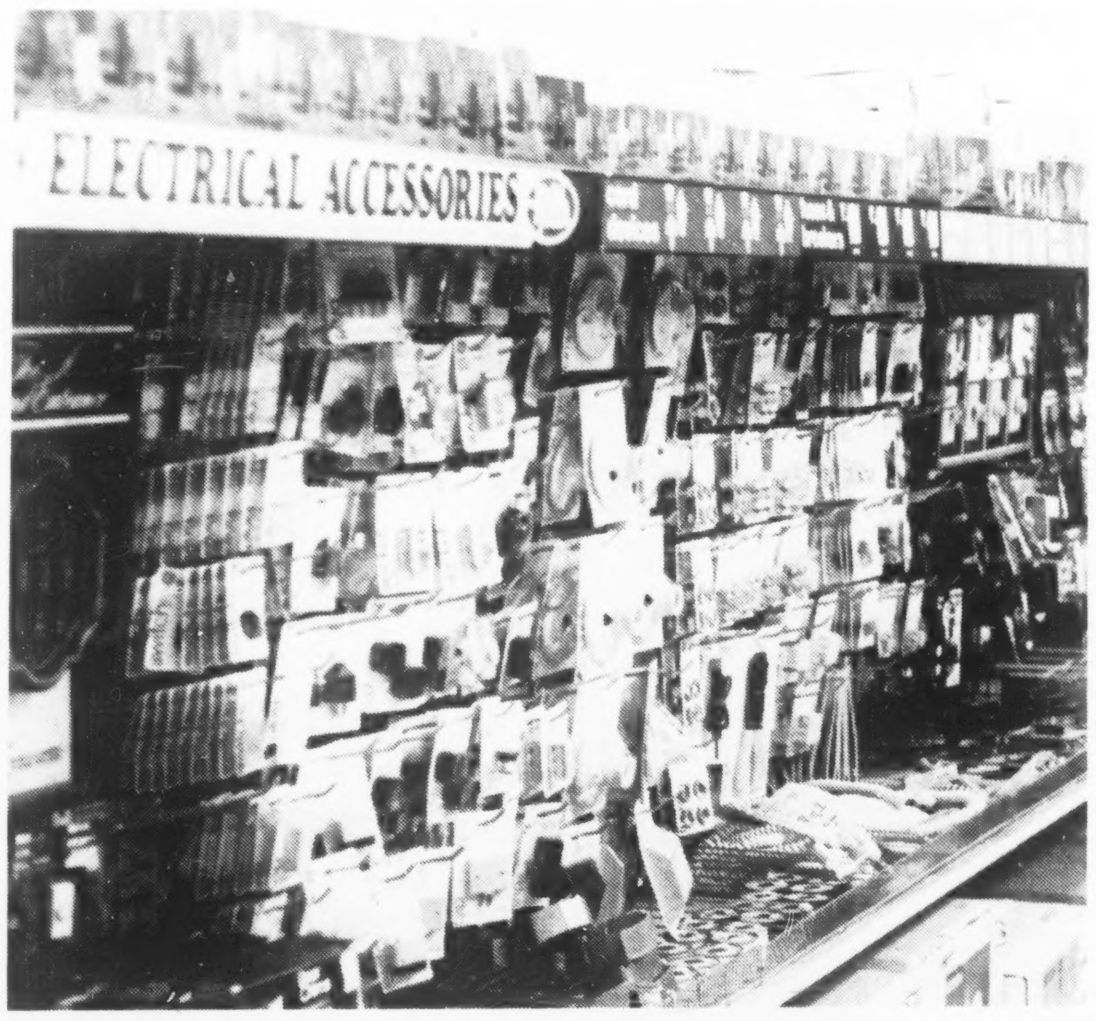
First Alert® by PITTWAY®
America's leading producer of smoke detectors.

HARDWARE



Show 'em Where It's At

Easy-to-read graphics are a key to attracting the hardware do-it-yourselfer in both the electrical and cabinet accessory categories. Hills, Niagara Falls, N.Y. (r.), effectively ties together all aspects of a discount electrical department by the use of an extended billboard which tells the customer what can be found directly below on the pegboard. By raising the level of the flat bins below the pegboard above floor level, the items can be more easily seen and identified by the customer. Fishers Big Wheel, New Philadelphia, Ohio (l.), creates a display of available cabinet knobs and handles which readily identifies what can be found in the bins. *(DSN photos)*



So-so Economy

(Continued from page 85)

need arises," said Comeriato.

Home improvement sales are "good, up over 1980," according to Ed Russ, Stem's executive vice president. With winter entering its cruelest period in much of the distributor's Midwest sales area, items such as dryer vent heat savers, poly sheeting and weather strip tape all appear on the list of top dollar movers.

Heating a home involves an ever increasing dollar output, so homeowners are quick to use plastic sheeting on nonstorm windows, heat saving vents to trap warmth before it escapes through a dryer's vent and weather stripping to further insulate windows. This PMA reflects the fuel-saving trend with a Bede dryer vent heat saver as the top dollar mover ($8,961.12) and the plastic sheeting and tape classifications occupying a combined nine of the top 35 places.

CALENDAR

(Continued from page 84)

April 18-21
Southern Hardware Convention, Shamrock Hilton, Houston.

April 19-21
Physical Distribution Conference, Hilton Inn, Little Rock, Ark.

April 25-28
Transworld Promotional Merchandise Exhibit, O'Hare Exposition Center, Chicago/Rosemont.

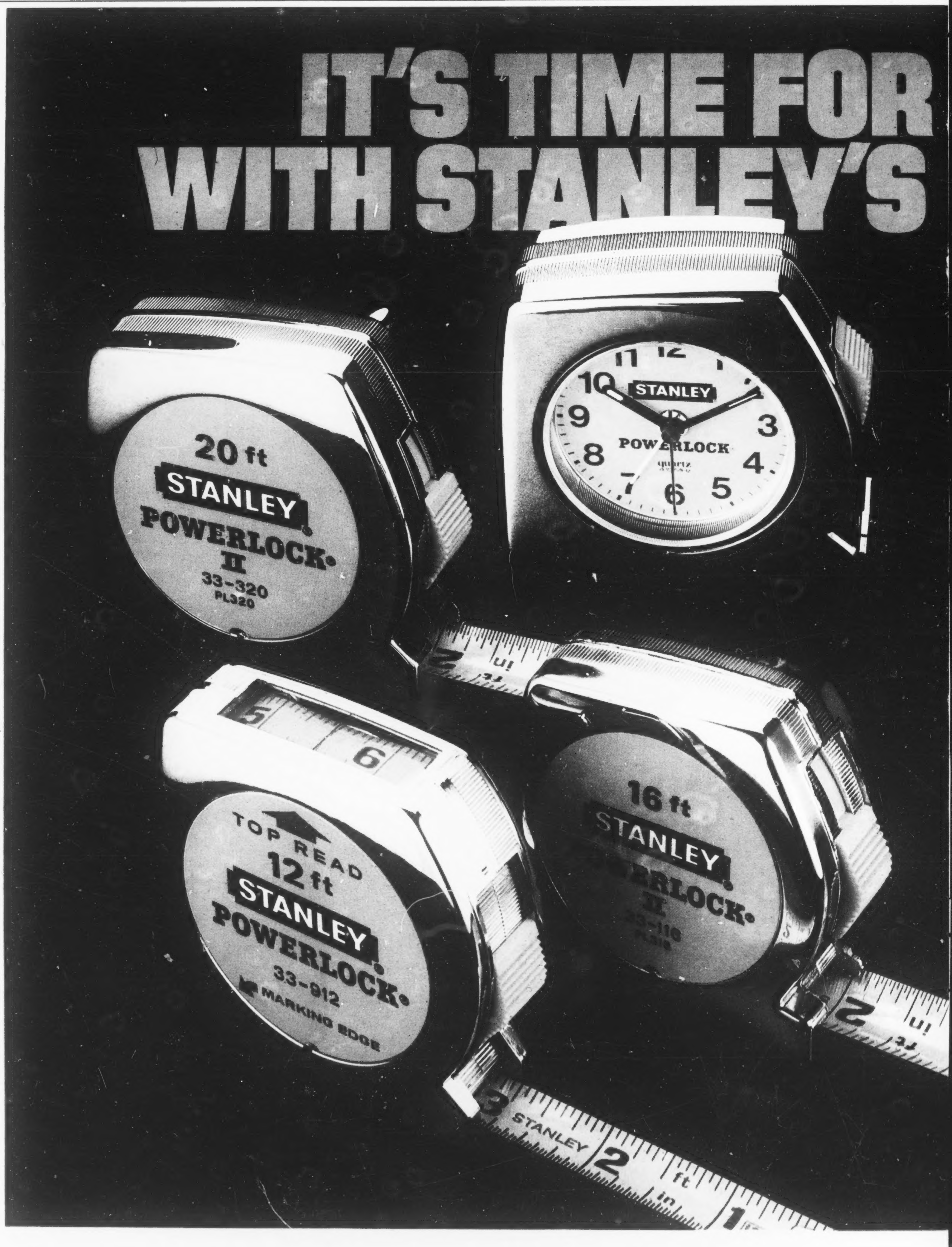
May 5-9
AFTMA: American Fishing & Tackle Manufacturers Assn., Semi-Annual Meeting, Washington, D.C., La Fonte Plaza.

May 15-19
NMRI: National Mass Retailing Institute, Town & Country Hotel, San Diego.

June 6-9
CES: Summer Consumer Electronics Show, McCormick Place, Chicago.

June 9-11
AGMC: Merchandising/Advertising Conference, Opryland Hotel, Nashville.

July 9-14
Transworld Housewares & Variety Show, O'Hare Exposition & Exhibition Center, Chicago.



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Toy Fair Coverage: Pp. 20-39
Sporting Goods Show: Pp. 41-49

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FEBRUARY 8, 1982

Collision Course on Resale Price Control

Justice Dept. Will Support It Actively in Private Lawsuits

By Ken Rankin

WASHINGTON—The Reagan Administration is turning back the clock on Federal antitrust enforcement as part of an orchestrated campaign to encourage manufacturer resale price maintenance schemes and other distributional restraints against the nation's retailers.

The Administration's drive to resurrect Depression-era "Fair Trade" restrictions figures to put the Justice Department's antitrust high command on a collision course with discounters, as well as price-oriented general merchandise, supermarket, home center and drug chains across the country.

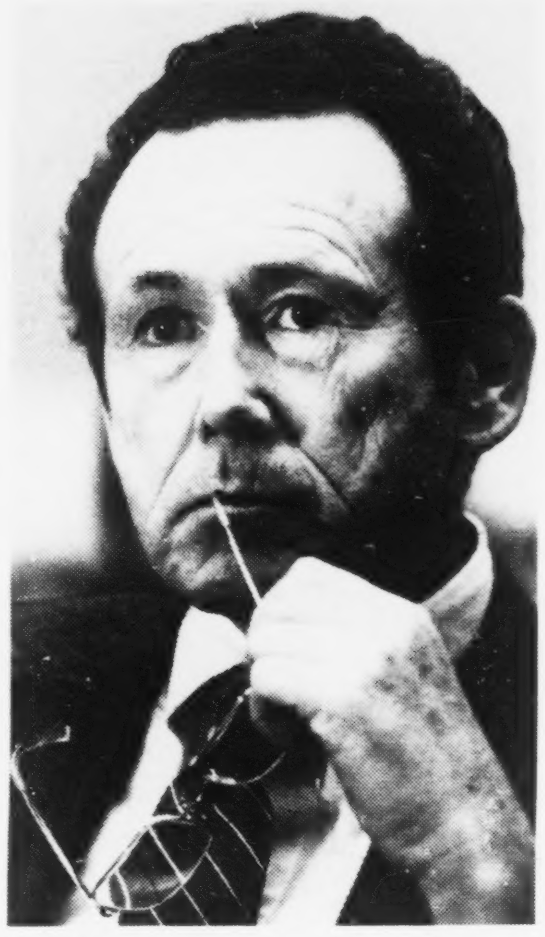
Significantly, Justice Department antitrusters are not planning a mere slowdown in Federal prosecution of suppliers suspected of restraining retail trade. Justice's Antitrust Division is preparing to actively intervene in private lawsuits on behalf of manufacturers charged with enforcing resale price maintenance programs and other coercive vertical restraints against retailers.

The Administration's effort is being quarterbacked by the chief of the Antitrust Division—Assistant Attorney General William Baxter—as part of the agency's controversial new "Private Action Program."

Under this program, the Justice Department plans to assign Government attorneys to prepare amicus curiae ("friend of the court") briefs to assist suppliers charged with vertical antitrust law violations.

Although the department

(Continued on page 61)



Calling discount stores "free riders," the Justice Department's William Baxter is campaigning for resale price maintenance. *(Wide World Photo)*

Target, Wal-Mart and Rose's Develop Campaigns Against It

Nationwide DSN Report

An "ominous" shift in Justice Department and Federal Trade Commission policies, including relaxation of enforcement in cases of manufacturer control of resale prices, has chains moving on Washington with countering lobby campaigns.

Chains like Target, Wal-Mart and Rose's are just now developing strategies to stop the Justice Department and FTC shift which involves changes in regulatory agency policies rather than proposed legislation.

But because of this quiet "end run" toward price maintenance, the policy change has still escaped the attention of most of the discount store industry.

"Other discounters ought to be aware of the situation and they ought to be concerned. We view a change in policies as ominous," said Target's vp of community and consumer affairs George Hite, who also handles Government relations.

Target is in the process of writing to senators and repre-

(Continued on page 61)

Housewares Prices, Promos Hailed

Despite cold more than 60,000 jammed McCormick Place for the Housewares Show last month. *(DSN photos)*

Julian Seeherman, Venture

By Marilyn Neerman

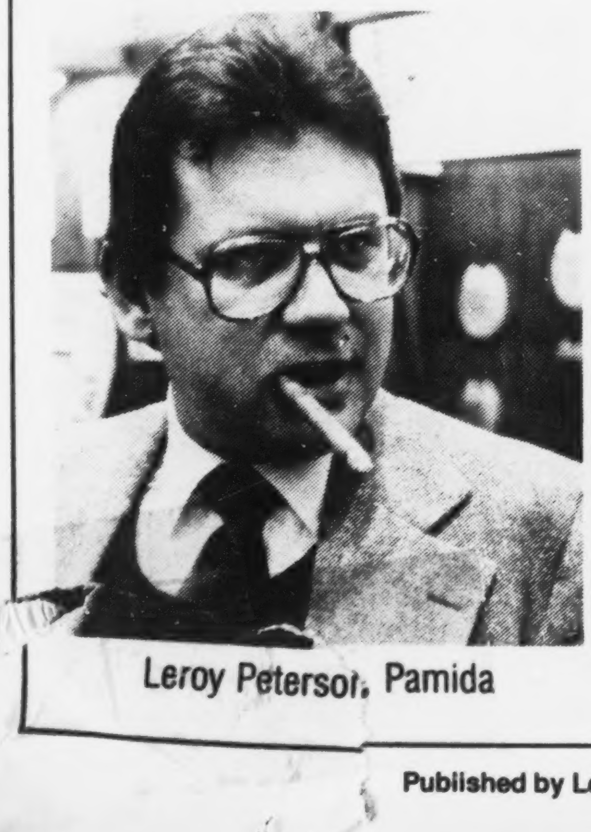
CHICAGO—Retailers approached the 76th NHMA National Housewares Exposition braced for two things: Chicago weather and price increases.

Nobody was surprised by the subzero temperatures, but discounters breathed a sign of relief that manufacturers shared their concern about a tough first half and responded by holding the line on price.

In terms of new items at the show, discounters were of two minds:

There were those who found an abundance of new items and fashion looks, and others who complained there was nothing new.

(Continued on page 4)



Leroy Peterson, Pamida

Joe Nusim (l.) Jamesway, and Ray Wysocki, Zayre

Digest

Feb. 8, 1982

Housewares

- **Zodys' flatware sales are forging ahead through its recently** installed direct-import program. (p. 8)
- **Discounters are searching for new ways to increase cutlery** market share against department stores.

H&BA

- **Men's fragrances are getting more space at T.G. & Y. through** higher gondolas and new cross-merchandising techniques in men's wear. (p. 14)
- **After slipping in soaps for years, discounters are now finding** their niche in liquid soaps. Shower soap sales are also expected to bubble for chains. (p. 14)

Hardware

- **Home security and name brand tools are being boosted in size** and scope at Jamesway stores. (p. 17)
- **Magic Mart and Zayre are revving up chain saw merchandising** attacks to counter the ill effects decreased housing starts have had on the high-ticket item. (p. 17)

Specialty Discounters

- **Toys "R" Us is looking to expand its markets in southeast** Florida; home computers are also getting the eye for its merchandise mix. (p. 53)

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Catalog Showroom News	51	Specialty Discounters	53

CD (U.S.) Dissolves Its Young Coordinating/Franchising Arm

EDISON, N.J.—Consumers Distributing (United States) has closed its catalog coordinating and showroom franchising division less than a year after launching it.

The decision was made by Bernard A. Cohen shortly after Consumers Distributing (Canada) appointed him president and chief executive officer of its 102-showroom United States division. The latter's young coordinating group had four showroom members, and two others had been signed for 1982-83.

Cohen's prime job is to turn around the United States operation which hasn't had a profit since its inception.

(The CD [U.S.] change came as two top executives—Jorgen Petersen, executive vice president, and Harold Schroer, director of catalog sales—left the company.)

Cohen told *DSN*: "Any new president has to evaluate a company and set priorities. After evaluating CD, I decided the coordinating operation didn't fit in with our short-term

(Continued on page 62)

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HOUSEWARES

Storage Items Come Out of The Closet

The closet and storage category has been an area of growth among discounters' housewares departments. And, with sales increases expected to continue in the category, several discounters are contemplating an extension of the currently typical 4 to 8 ft. allotted the merchandise.

Spokesmen for both Bacar Inc. and the Myron Nickman Co., the distributors who supplied this Product Movement Audit, credited the conventional department stores—and their decision to cut back in a category they once dominated—with the discounters' new-found success.

This about-face by department stores took place when they concluded main floor real estate was too expensive to devote to large notions departments. In most cases the floor space was shifted to higher volume, higher margin budget women's sportswear.

At the same time, department store housewares and bath shops were also in the midst of a metamorphosis, changing from areas housing largely staple merchandise into areas emphasizing a fashion image.

Since then discount stores have been making larger inventory investments in this merchandise, with excellent sales results.

The Product Movement Audits, covering the January through November 1981 selling period, reflect the discounters' strength in basic closet and storage items. Ranking within the top 15 items from Bacar and Nickman are such staples as tiered skirt, blouse and pant hangers.

But essentially the audit is evidence of the need for a wise variety of items for a well-rounded closet/storage department.

Nickman's 1981 product movement audit for clocks reflects the fact that significant volume was generated by promotional activity in basic items, particularly alarm clocks under $10.

But this volume segment of the business, according to Nickman's spokesman, does not negate the importance of fashion clocks in discount stores.

Several trends have emerged for 1982. First, manufacturers have unleashed a blizzard of new products because they know retailers, discounters among them, plan to expand assortments in this profitable category.

Second, under the heading "fashion clocks," the category is changing course and moving away from novelty clocks—puppy dog and coffee mill shapes and picture clocks, for instance—to a "cleaner" look in both the framing and the face of the clock.

Frames in high-tech colors have emerged as a fashion statement.

The predominant clock shapes are round, square, hexagon, etc., all of which are extensions of the "clean" look.

CLOSET & STORAGE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	McMillin 4000 1-pc wire shoe rack	5,946	3.41	20,275.86
2	Unv 8320 asst garment bag	3,156	5.66	17,862.96
3	Tucker 176 shoe box asst	9,504	1.79	17,012.16
4	Wall 8080/8 drip-dry hanger (8)	11,356	1.16	13,172.96
5	Wil-Hold 195/7 large storage box	1,636	6.74	12,779.04
6	Wall 9020 skirt hanger set, 3 metal	5,400	2.06	11,124.00
7	Wall 8020/2 wood pant hanger (2)	4,711	1.80	8,479.80
8	Wil-Hold 195/6 small storage box	1,506	5.57	8,388.42
9	Wall 8010/2 wood skirt hanger (2)	4,178	1.80	7,520.40
10	Tubular 700-AL plas hanger almond	24,118	0.30	7,235.40
11	Wall 9010 5-tier skirt rack	2,592	2.68	6,946.56
12	Wil-Hold 195/5 shoe box—gold lid	3,274	2.06	6,744.44
13	Unv 8324 asst 12-pocket shoe bag	1,523	4.31	6,564.13
14	Wall 52 5-tier metal slack rack	3,827	1.52	5,817.04
15	Richdon 01301 utility storage chest	1,966	2.51	4,934.66

Source: Bacar Inc., San Jose, Calif. Sales from Jan. 1-Nov. 13, 1981.

CLOSET & STORAGE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Lee/Rowan 3x80 skt hanger set (3)	8,926	1.82	16,245.32
2	Corr concept wsb/ksi stor chest	9,552	1.39	13,277.28
3	Lee/Rowan 3x19 skt/blouse add a hg	6,816	1.82	12,405.12
4	Tamor 2280/3/2210/3 plas suit hgr	9,504	1.26	11,975.04
5	Lerner 7400 sweater box pl 16x11x7	2,964	3.85	11,411.40
6	Corr concept wsb/wd-4 draw chest	1,566	6.57	10,288.62
7	Lee/Rowan 3x66/3x65 garment rack	1,045	9.53	9,958.85
8	Lee/Rowan 3x89 overdoor hanger	4,488	2.14	9,604.32
9	Lorner 1100 shoe-lid type	7,920	1.18	9,345.60
10	Lee/Rowan 3x34 wo trouser hanger (3)	4,752	1.86	9,838.72
11	Corr concept wiib/kv2 under chest	6,216	1.37	8,515.92
12	Unv U-8350 gar bag dr d/prnt lg	1,620	5.11	8,278.20
13	Lee/Rowan 3x50 5-tier skt rack	2,688	2.81	7,553.28
14	Lee/Rowan 3x5 blouse tree 6-tier	3,120	2.17	6,770.40
15	Corr concept cksb cracker box stor	4,392	1.54	6,763.68

CLOCKS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Westclox 22032 dimmer dialt gold	8,316	6.10	50,727.60
2	Timex 7369-002 alarm clock	8,948	5.11	45,724.28
3	Westclox 22189/20291 bold II wht	8,722	5.17	45,092.74
4	Westclox 11102 Baby Ben bl lum	2,392	14.22	34,014.24
5	Westclox 10102 Big Ben bl lum	2,154	14.94	32,180.76
6	Timex 7373-402 Snooz/lt dial alarm	3,939	7.50	29,542.50
7	Cosmo E517 comp. LED drowse alarm	2,377	11.40	27,097.80
8	Sunbeam 880-21 lure ele alarm	5,896	4.59	27,062.64
9	Sunbeam 880-1065 country manor	1,181	22.71	26,820.51
10	Spartus 1091-61 mercury LED btr b/u	1,548	16.03	24,814.44
11	Equity 292 minibell ivory/lum	2,009	11.62	23,344.58
12	Sunbeam 880-11 petite alarm wh face	5,402	4.24	22,904.48
13	Sunbeam 881-379 pembroke QTZ-wall	1,296	15.85	20,541.60
14	Sunbeam 881-408 farmstead wall	2,186	9.37	20,482.82
15	Spartus 1060-61 jupiter LED his/her	1,048	19.11	20,027.28
16	London Time 7800 butcher block/ligt	991	18.12	17,956.92
17	Sunbeam 881-98/881-778 arbor/hosp	1,837	9.35	17,175.95
18	Picco 261K quartz alarm	1,134	14.67	16,635.78
19	Westclox 1520y/15075 bonus wh lum	2,406	6.83	16,432.98
20	Mechanical 2411-02 cinnamon	695	23.13	16,075.35
21	Spartus 2082-41 butcher blk 9-in sq	1,304	11.24	14,656.96
22	Sunbeam 881-458 countryway kit elec	1,334	10.92	14,567.28
23	Spartus 1120-01 delta LED alarm	1,300	10.99	14,287.00
24	Equity 257 superbell wht/lm	1,098	12.85	14,109.30
25	Mechanical D2004LV3 3-pc lighthouse	420	33.47	14,057.40
26	Sunbeam 881-351 Clarion kit ele lg	1,209	11.34	13,710.06
27	Timex 5603-003 keywound alm walnt	1,012	12.14	12,285.68
28	Sunbeam 880-1025 colonial charm alm	1,038	11.75	12,196.50
29	Spartus 3016-41 school days electric	916	13.23	12,118.68
30	Picco 4015 swedish	542	21.04	11,403.68
31	Contour 42304W bridg	316	35.70	11,281.20
32	Westclox 11103 Baby Ben wh plain	831	13.55	11,260.05
33	Spartus 2282-41 Dimensions mocha	1,087	10.29	11,185.23
34	Cosmo E501/505 LED alarm	845	13.13	11,094.85
35	Mechanical D2508-095 5-pc owl	460	23.97	11,026.20

Source: Myron Nickman, div. of Cook United, Maple Heights, Ohio. Sales from Jan. 1-Nov. 7, 1981.

CORNING Microwave [illegible]
WHEN IT COMES TO MICROWAVE COOKING,
AMERICA COMES TO CORNING.

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